

Cooperative Marketing

Program Summary for the Fiscal Year
Ending June 30, 2008



Working together to lead Missouri in becoming one of America's most memorable tourist destinations.

Cooperative Marketing Fiscal Year 2008 Program Summary

Table of Contents

	<u>Page Number</u>
I. Program Overview and Analysis FY95 through FY08	3
II Program Analysis FY08	6
III. FY08 Project Assessment - Combined	10
IV. FY08 Project Assessment - Individual (DMOs listed by region, contract number and type)	14
Summary of Missouri Jewels contracts (\$500 up to \$2,500 state funds)	15
08-04-055-78 Downtown Excelsior Partnership	
Summary of Brochure Development contracts (\$500 up to \$2,500 state funds)	15
08-06-056-77 Historic Arrow Rock Council	
Summary of Small Project Marketing contracts (\$500 up to \$5,000 state funds)	15
08-03-035-55 Main Street Clarksville/HCI	16
08-04-039-55 Weston Development Co. d/b/a Weston Chamber of Commerce	17
08-05-037-55 Warrensburg Chamber of Commerce & Visitor Center	18
08-05-040-55 Clinton Tourism Association, Inc.	19
08-07-036-55 Chesterfield Chamber of Commerce	20
08-05-053-56 Clinton Tourism Association, Inc.	21
08-06-054-56 Hermann Area Chamber of Commerce - Tourism Group	22
Summary of Leisure Travel Marketing contracts (\$5,000 up to \$50,000 state funds)	23
08-05-007-11 Sedalia Area Chamber of Commerce	24
08-06-012-11 Pulaski County Visitors Bureau	25
08-06-030-11 Jefferson City CVB	26
08-06-032-11 Lake of the Ozarks Golf Council, Inc.	27
08-06-033-11 City of Lebanon	28
08-07-011-11 Washington Area Chamber of Commerce	29
08-08-003-11 Downtown Branson Main Street Association	30
08-08-006-11 City of Joplin CVB	31
08-08-010-11 Carthage CVB	32
08-08-015-11 Indian Point Chamber of Commerce, Inc.	33
08-08-024-11 Chamber of Commerce of Table Rock Lake/Kimberling City Area	34
08-10-009-11 Cape Girardeau Chamber of Commerce/CVB	35
08-10-023-11 CVB of Ste. Genevieve	36
08-10-031-11 CVB for Sikeston, Mo. and Miner, Mo.	37
Summary of Destination Advertising contracts (\$40,000 up to \$400,000 state funds)	38
08-01-045-44 Buchanan Co. Tourism Board d/b/a St. Joseph CVB	39
08-04-044-44 CVB of Greater Kansas City	40
08-04-051-44 City of Independence - Tourism Department	41
08-06-046-44 Greater Lake of the Ozarks CVB	42
08-07-047-44 City of St. Charles Tourism Department	43
08-07-050-44 St. Louis CVC	44
08-08-048-44 Branson/Lakes Area Chamber of Commerce/CVB	45
08-08-049-44 Springfield CVB	46
Summary of Public Relations contracts (\$1,000 up to \$50,000)	47
08-06-041-88 Lake of the Ozarks Golf Council, Inc.	48
08-06-042-88 Lake of the Ozarks Tri-County Lodging Association	49
08-06-043-88 City of Lebanon	50
Summary of Convention Marketing contracts (\$1,000 up to \$60,000 state funds)	51
08-01-016-33 Buchanan Co. Tourism Board d/b/a St. Joseph CVB	52
08-04-004-33 City of Independence - Tourism Department	53
08-04-019-33 CVB of Greater Kansas City	54

Cooperative Marketing Fiscal Year 2008 Program Summary

08-06-013-33	Pulaski County Visitors Bureau	55
08-06-026-33	Jefferson City CVB	56
08-07-017-33	City of St. Charles Tourism Department	57
08-07-020-33	St. Louis CVC	58
08-08-005-33	City of Joplin CVB	59
08-08-021-33	Branson/Lakes Area Chamber of Commerce/CVB	60
08-08-022-33	Springfield CVB	61
Summary of Tourism Research contracts (up to \$5,000 state funds)		62
08-01-018-66	Buchanan Co. Tourism Board d/b/a St. Joseph CVB	
08-04-001-66	City of Independence - Tourism Department	
08-06-014-66	Pulaski County Visitors Bureau	
08-06-027-66	Jefferson City CVB	
08-06-029-66	City of Lebanon	
08-10-028-66	CVB for Sikeston, Mo. and Miner, Mo.	
Tables, Graphs and Illustrations		
Figure 1	Missouri Tourism Regions Map	4
Figure 2	FY95-08 Marketing Awards Summarized by Marketing Activity	4
Figure 3	FY95-08 Awards/Reimbursement by Tourism Region	5
Figure 4	FY95-08 Award/Reimbursement by Marketing Category	5
Figure 5	FY08 Expenditure Percentage Graph by Activity	6
Figure 5a	FY08 Expenditures Table by Activity	7
Figure 6	Summary of FY08 Usage by Marketing Category	7
Figure 7	FY08 Awards/Reimbursements by Region and County	8
Figure 8	FY08 Final Status by Contract Report	8
Figure 9	Combined Summary Data for Projects Targeting the Leisure Traveler	10
Figure 10	Extent to Which FY08 Objectives were Achieved	10
Figure 11	Destination Advertising Summary of Outcomes and Measurements	11
Figure 12	Public Relations Summary Data	11
Figure 13	Convention Marketing Summary Data	11
Figure 14	Comparison of FY06, FY07, and FY08 Projects	12
Figure 15	FY08 Reimbursements by DMO, Most to Least	13

I. PROGRAM OVERVIEW AND ANALYSIS FY95 THROUGH FY08

The conclusion of FY08 marks the end of the Cooperative Marketing Program's 14th year. Through this performance-based funding program, the Missouri Division of Tourism (MDT) has matched more than \$29.5 million in Missouri destination marketing dollars and set superior industry standards in the process. This much emulated program affords MDT the opportunity to partner with certified, nonprofit destination marketing organizations on a dollar-for-dollar basis in the implementation of approved tourism marketing projects.

Program Goals:

- Extend MDT marketing resources through participation in strategic marketing partnerships
- Support local performance-driven projects designed to increase tourism
- Provide incentive and opportunity for marketing growth and improvement
- Strengthen industry/MDT partnerships

Structure: The Cooperative Marketing Program provides funding for qualified performance-based marketing projects that align with the division's strategies, targets and markets to achieve increased direct domestic tourism expenditures. In the Cooperative Marketing Program, up to 50 percent of approved expenses may be reimbursed to participating destination marketing organizations after the expenses are incurred and a minimum of 50 percent of each expense is paid by the program participant.

Administration: The Division of Tourism administers the Cooperative Marketing Program under the direction of the Missouri Tourism Commission and with recommendations from an active industry advisory committee. Through this program, the Division encourages the development of new and expanded tourism marketing initiatives at the community level, with an emphasis on performance.

The division provides the encouragement and assistance necessary for the completion of all funded projects. Successful performance-based tourism marketing projects increase tourism revenues for the individual destinations as well as the State of Missouri. To that end, the division provides program participants with assistance in meeting deadlines, contract completion, fulfillment of program requirements and program educational opportunities.

Outcome Measurement: MDT has carefully incorporated specific outcome measurement requirements into all categories with a state investment of more than \$5,000. Sound reasoning must be presented for the funding of untried activities. Repeat projects are funded only when it can be demonstrated that the project achieved the desired results.

To assist DMOs with the program research requirements, MDT provides reference materials and educational support. In addition, the Tourism Research category provides financial assistance in the area of outcome measurement and research. Participants may be awarded up to \$5,000 in matching funds for tourism research.

Strategic Planning: MDT continually reviews and assesses program requirements and reporting systems. The analysis of past projects provides valuable information for the planning and design of future programs. MDT strives to ensure that the Cooperative Marketing Program both meets the needs of the tourism industry as well as Missouri taxpayers plus, maintains the flexibility to respond to the unexpected.

Cooperative Marketing Advisory Committee: The FY08 Cooperative Marketing Advisory Committee, comprised of industry professionals, provides ongoing insight into the tourism marketing needs of the industry. This body assists with program administration as well as provides the program with a wealth of tourism marketing experience and expertise.

Cooperative Marketing Tourism Regions: Figure 1 illustrates the Missouri Division of Tourism vacation regions. Cooperative Marketing funding is tracked by these regions as well as by county.

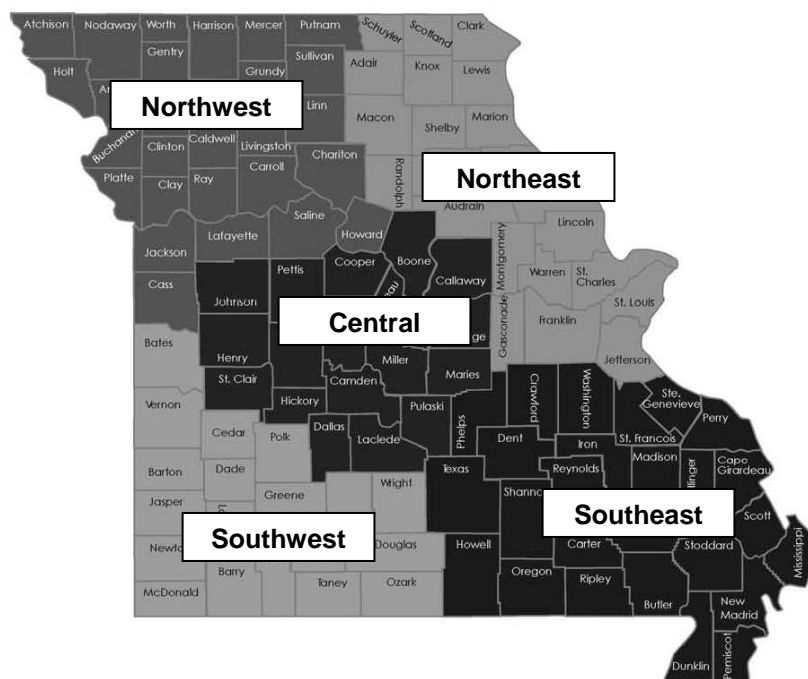


Figure 1

Through the end of the 2008 fiscal year, the Cooperative Marketing Program supported approved destination marketing organizations (DMOs) with funding awards totaling \$32,935,265. Coupled with the local match, the division approved project budgets of \$67,071,202.

Figure 2 reflects the project budgets of approved projects by marketing types for the period FY95 through FY08.

Figure 2

FY95-08 Marketing Awards by Marketing Activity			
Marketing Activity	Project Totals	% of Budget	
Media Advertising	\$55,779,028	83%	
Collateral Material Development & Printing	\$4,522,488	7%	
Billboards, PR, Audio Visual Materials Web Sites, Direct Advertising, & Other Mktg. Activities	\$3,985,431	6%	
Production & Other Non-marketing Activities	\$2,784,255	4%	
Total Approved Project Budgets	\$67,071,202	100.00%	
State Award Total	\$32,935,265	49%	
Local Match Total	\$34,135,937	51%	

Figure 3 Illustrates the FY95 through FY08 program awards and reimbursements by tourism region.

Figure 3			
FY95-08 Awards/Reimbursements by Tourism Region			
Tourism Region	# of Projects	Award Amount	Amount Reimbursed
Central	215	\$6,033,777	\$5,472,298
Northeast	201	\$7,530,420	\$6,731,211
Northwest	223	\$7,161,782	\$6,272,269
Southeast	133	\$1,012,377	\$838,574
Statewide	39	\$444,671	\$337,210
Southwest	173	\$10,752,238	\$9,950,042
Total FY95-08	984	\$32,935,264	\$29,601,604

As an example, destination marketing organizations in the Central Region have received \$6,033,777 in awards for the implementation of 215 tourism marketing projects. Actual reimbursements total \$5,472,298 for approved expenses.

Funding Categories: The Missouri Division of Tourism receives applications for funding in the following marketing areas.

1. Leisure Travel Marketing – Tourism marketing that targets the leisure traveler

- Missouri Jewels Program – Technical assistance and funding for the development of an appropriate tourism Web site or printed marketing piece
- Brochure Development & Printing - Simplified process for the development of tourism collateral materials
- Small Project Marketing - Simplified category for small projects and a variety of tourism marketing activities
- Leisure Travel Marketing - Various tourism marketing activities
- Destination Advertising - Media advertising only restricted to ad placement in approved media & markets

2. Convention Marketing – Marketing to the conference planner. Various marketing activities to attract meetings, conventions, and sporting events new to Missouri

3. Public Relations – Marketing to the media. Costs for activities that encourage positive media coverage, leisure travel focus

4. Tourism Research – Research to assist the destination in making informed tourism marketing decisions and/or measuring the outcomes of tourism marketing activities

Figure 4 presents the overall program awards and reimbursements by marketing category.

Figure 4				
Marketing Focus	Number of Projects	% of Total Awards	Awards	Reimbursements
Leisure Travel Marketing	846	88%	\$29,039,864	\$26,348,911
Convention Marketing	111	11%	\$3,749,945	\$3,122,888
Public Relations	3	0%	\$71,021	\$69,196
Tourism Research	24	0%	\$74,435	\$60,609
Totals for FY95 through FY08	984	100%	\$32,935,265	\$29,601,604

II. PROGRAM ANALYSIS - FY08

FY08 Additions: Two program additions were introduced for FY08; the Public Relations category and the Missouri Jewels Program. The public relations category was added to the Cooperative Marketing Program to facilitate the funding of promotional activities that target the media. Editorial coverage is recognized as an essential companion to advertising and other eligible activities in the marketing of our Missouri destinations.

The Jewels program compliments the Cooperative Marketing Program with technical assistance to support the development of lasting marketing programs for emerging tourism destinations. As an entry-level tourism marketing program, Missouri Jewels assists counties containing promising tourism assets with technical assistance toward the development of a sustainable tourism marketing program. Funding for the development of a qualified tourism marketing brochure, tourism Web site and/or pre-market visitor research is available. Successful completion of the program requirements provides participants with provisional certification in the Cooperative Marketing Program's Small Projects Marketing category.

FY08 Analysis: For the FY08 fiscal year, MDT approved 50 tourism-marketing projects totaling \$3,366,084. Of that total award amount, MDT paid 95.4 percent to participating DMOs as reimbursement for qualified and approved marketing expenses. Coupled with the matching local funds, the Cooperative Marketing Program generated just under \$6.5 million in marketing to promote Missouri as a premier tourism destination.

More than 90 percent of the Cooperative Marketing Program FY08 dollars paid for the purchase of media advertising, i.e., the placement of destination ads on television, radio, magazines, newspapers and Web sites.

The remaining percentage was used for a variety of tourism marketing activities including familiarization and press tours, tradeshow participation, Web site design and set up, the design, printing and distribution of collateral materials, research, production costs, audio visual material development and distribution and booth purchases.

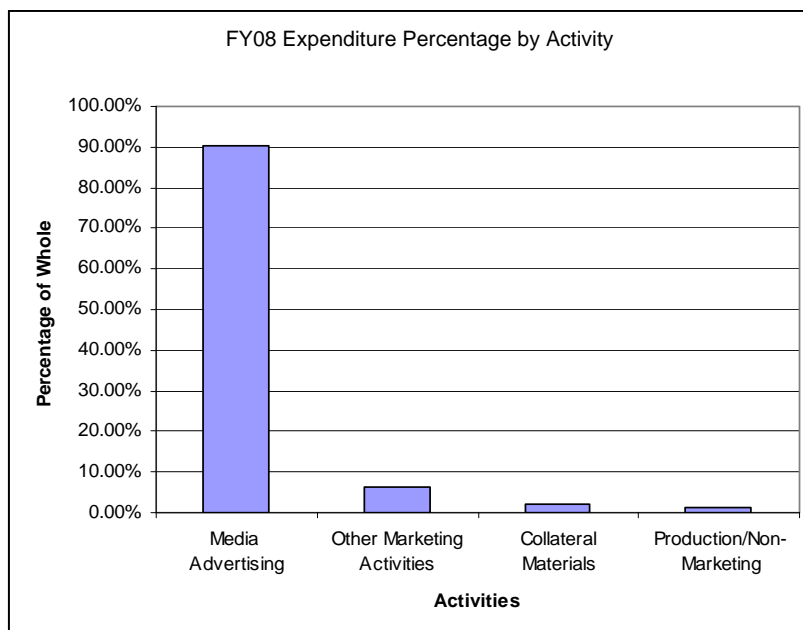


Figure 5 illustrates FY08 expenditure percentages by activity.

Cooperative Marketing Fiscal Year 2008 Program Summary

Figure 5a illustrates the marketing expenditures, state plus local match, generated by the Cooperative Marketing Program for FY08.

Figure 5a Expenditures by Marketing Activity

Activity	Expenditures	Percentage
Media	\$5,830,341	90.44%
Other Marketing Activities	\$417,867	6.48%
Collateral Materials	\$108,409	1.68%
Non-Marketing Activities	\$90,184	1.40%
Total Marketing	\$6,446,801	100.00%

Figure 6 summarizes the dollars budgeted, the dollars expended and the expenditure percentages for FY08 sorted by marketing category and the number of approved marketing projects in each category.

Figure 6

Summary of FY08 Usage by Marketing Category

Marketing Category	# of Contracts	Awarded	Category as % of Total Awards	Reimbursed	Unused Awards	% Completed
MO Jewels Program	1	\$2,262	0.07%	\$2,262	\$0	100.00%
Brochure Program	1	\$2,024	0.06%	\$2,024	\$0	100.00%
Small Project Marketing-S/F	5	\$18,493	0.55%	\$18,301	\$192	98.96%
Small Project Marketing-W/S	2	\$10,000	0.30%	\$9,360	\$640	93.60%
Leisure Travel Marketing	14	\$479,080	14.23%	\$371,603	\$107,477	77.57%
Destination Advertising	8	\$2,306,212	68.51%	\$2,293,726	\$12,486	99.46%
Public Relations	3	\$71,021	2.11%	\$69,196	\$1,824	97.43%
Convention Marketing	10	\$464,969	13.81%	\$433,126	\$31,843	93.15%
Tourism Research	6	\$12,023	0.36%	\$11,765	\$257	97.86%
Totals for FY08	50	\$3,366,084	100.00%	\$3,211,364	\$154,720	95.40%

Cooperative Marketing Fiscal Year 2008 Program Summary

Figure 7 illustrates the FY08 awards and reimbursements by Missouri tourism region and county.

Region/County	Awarded	Reimbursed	Region/County	Awarded	Reimbursed
Central	\$649,035	\$597,938	Northwest	\$772,258	\$764,006
Camden	\$376,030	\$366,920	Buchanan	\$118,318	\$114,050
Cole	\$73,149	\$63,636	Clay	\$2,262	\$2,262
Gasconade	\$5,000	\$5,000	Jackson	\$646,678	\$642,694
Henry	\$10,000	\$9,168	Platte	\$5,000	\$5,000
Johnson	\$1,399	\$1,399	Southeast	\$94,803	\$83,392
Laclede	\$45,611	\$44,675	Cape Girardeau	\$44,071	\$37,224
Miller	\$50,000	\$48,178	Scott	\$25,929	\$24,731
Pettis	\$23,150	\$10,289	Ste. Genevieve	\$24,804	\$21,437
Pulaski	\$62,671	\$46,649	Southwest	\$1,182,864	\$1,111,369
Saline	\$2,024	\$2,024	Greene	\$460,000	\$458,596
Northeast	\$667,124	\$654,658	Jasper	\$147,875	\$129,502
Franklin	\$11,554	\$10,927	Stone	\$15,000	\$13,439
Pike	\$2,500	\$2,500	Taney	\$559,989	\$509,832
St. Charles	\$188,476	\$176,637	FY08 Totals	\$3,366,084	\$3,211,364
St. Louis	\$4,594	\$4,594			
St. Louis City	\$460,000	\$460,000			

Final Contract Status: **Figure 8** reflects the final status of all FY08 Cooperative Marketing Program contracts by marketing category. This report illustrates the dollars awarded, total amount reimbursed and the unused balance for each contract. The overall contract completion rate for FY08 averaged 95.40%.

Figure 8 – Final Contract Status

Contract #	DMO Name	Awarded	Reimbursed	Balance
Leisure Travel Marketing				
08-05-007-11	Sedalia Area Chamber of Commerce	\$23,150.00	\$10,288.62	\$12,861.38
08-06-012-11	Pulaski County Visitors Bureau	\$33,398.50	\$19,214.87	\$14,183.63
08-06-030-11	Jefferson City CVB	\$42,032.30	\$40,909.77	\$1,122.53
08-06-032-11	Lake of the Ozarks Golf Council, Inc.	\$40,931.97	\$39,663.65	\$1,268.32
08-06-033-11	City of Lebanon	\$32,758.89	\$31,825.31	\$933.58
08-07-011-11	Washington Area Chamber of Commerce	\$11,554.20	\$10,926.57	\$627.63
08-08-003-11	Downtown Branson Main Street Association	\$49,988.96	\$0.00	\$49,988.96
08-08-006-11	City of Joplin CVB	\$50,000.00	\$45,998.00	\$4,002.00
08-08-010-11	Carthage CVB	\$37,875.00	\$28,525.29	\$9,349.71
08-08-015-11	Indian Point Chamber of Commerce, Inc.	\$15,000.00	\$13,439.06	\$1,560.94
08-08-024-11	Chamber of Com. of Table Rock Lake/Kimberling City	\$50,000.00	\$49,832.39	\$167.61
08-10-009-11	Cape Girardeau Chamber of Commerce/CVB	\$44,070.51	\$37,223.76	\$6,846.75
08-10-023-11	CVB of Ste. Genevieve	\$24,804.00	\$21,437.36	\$3,366.64
08-10-031-11	CVB for Sikeston, Mo. and Miner, Mo.	\$23,516.00	\$22,318.82	\$1,197.18

Figure 8 Continued on next page

Cooperative Marketing Fiscal Year 2008 Program Summary

Contract #	DMO Name	Awarded	Reimbursed	Balance
Convention Marketing				
08-01-016-33	Buchanan Co. Tourism Board d/b/a St. Joseph CVB	\$19,762.50	\$17,851.00	\$1,911.50
08-04-004-33	City of Independence - Tourism Department	\$28,637.50	\$26,981.71	\$1,655.79
08-04-019-33	CVB of Greater Kansas City	\$60,000.00	\$60,000.00	\$0.00
08-06-013-33	Pulaski County Visitors Bureau	\$28,072.50	\$26,371.36	\$1,701.14
08-06-026-33	Jefferson City CVB	\$29,996.79	\$21,651.20	\$8,345.59
08-07-017-33	City of St. Charles Tourism Department	\$58,500.00	\$46,696.28	\$11,803.72
08-07-020-33	St. Louis CVC	\$60,000.00	\$60,000.00	\$0.00
08-08-005-33	City of Joplin CVB	\$60,000.00	\$54,978.52	\$5,021.48
08-08-021-33	Branson/Lakes Area Chamber of Commerce/CVB	\$60,000.00	\$60,000.00	\$0.00
08-08-022-33	Springfield CVB	\$60,000.00	\$58,595.91	\$1,404.09
Destination Advertising				
08-01-045-44	Buchanan Co. Tourism Board d/b/a St. Joseph CVB	\$96,105.50	\$93,749.29	\$2,356.21
08-04-044-44	CVB of Greater Kansas City	\$400,000.00	\$397,746.85	\$2,253.15
08-04-051-44	City of Independence - Tourism Department	\$154,100.00	\$154,100.00	\$0.00
08-06-046-44	Greater Lake of the Ozarks CVB	\$326,030.00	\$318,188.53	\$7,841.47
08-07-047-44	City of St. Charles Tourism Department	\$129,976.10	\$129,941.02	\$35.08
08-07-050-44	St. Louis CVC	\$400,000.00	\$400,000.00	\$0.00
08-08-048-44	Branson/Lakes Area Chamber of Commerce/CVB	\$400,000.00	\$400,000.00	\$0.00
08-08-049-44	Springfield CVB	\$400,000.00	\$400,000.00	\$0.00
Small Project Marketing-S/F				
08-03-035-55	Main Street Clarksville/HCI	\$2,500.00	\$2,500.00	\$0.00
08-04-039-55	Weston Dev. Co. d/b/a Weston Chamber of Commerce	\$5,000.00	\$5,000.00	\$0.00
08-05-037-55	Warrensburg Chamber of Commerce & Visitor Center	\$1,399.10	\$1,399.10	\$0.00
08-05-040-55	Clinton Tourism Association, Inc.	\$5,000.00	\$4,807.83	\$192.17
08-07-036-55	Chesterfield Chamber of Commerce	\$4,594.04	\$4,594.04	\$0.00
Small Project Marketing-W/S				
08-05-053-56	Clinton Tourism Association, Inc.	\$5,000.00	\$4,360.09	\$639.91
08-06-054-56	Hermann Area Chamber of Commerce - Tourism Group	\$5,000.00	\$5,000.00	\$0.00
Tourism Research				
08-01-018-66	Buchanan Co. Tourism Board d/b/a St. Joseph CVB	\$2,450.00	\$2,450.00	\$0.00
08-04-001-66	City of Independence - Tourism Department	\$3,940.00	\$3,865.00	\$75.00
08-06-014-66	Pulaski County Visitors Bureau	\$1,200.00	\$1,062.50	\$137.50
08-06-027-66	Jefferson City CVB	\$1,120.00	\$1,075.02	\$44.98
08-06-029-66	City of Lebanon	\$900.00	\$900.00	\$0.00
08-10-028-66	CVB for Sikeston, Mo. and Miner, Mo.	\$2,412.50	\$2,412.50	\$0.00
Brochure Program				
08-06-056-77	Historic Arrow Rock Council	\$2,024.00	\$2,024.00	\$0.00
MO Jewels Program				
08-04-055-78	Downtown Excelsior Partnership	\$2,262.22	\$2,262.22	\$0.00
Public Relations				
08-06-041-88	Lake of the Ozarks Golf Council, Inc.	\$9,068.02	\$9,068.02	\$0.00
08-06-042-88	Lake of the Ozarks Tri-County Lodging Association	\$50,000.00	\$48,178.42	\$1,821.58
08-06-043-88	City of Lebanon	\$11,952.50	\$11,949.77	\$2.73
FY08 Totals		\$3,366,083.60	\$3,211,363.65	\$154,719.95

III. FY08 PROJECT ASSESSMENTS – COMBINED DATA

Statistical Data: Following the completion of each funded project, participants submit summary reports that assess the outcome of the funded marketing activities. The data is analyzed and combined in this section for program-wide measurement. The following pages reflect the statistical data provided by our participants. Project summary reports are not required for tourism research, brochure development and jewels projects.

Outcomes for Marketing Projects that Target the Leisure Traveler: Eighty-four percent of the dollars awarded for FY08 projects targeted the leisure traveler. Included in this group are projects funded in destination advertising, leisure travel marketing, small project marketing, brochure development and jewels categories. The summary reports for projects in this group outline the project objectives as well as the DMO's measure of the success of the marketing funded. The participants provide the main objectives of the project, gauge the extent to which the objectives were met and comment on the degree of success attributed to the project. Leisure travel marketing and destination advertising category participants provide measurement research to support the outcomes reported.

The level of research required for each project is commensurate with the marketing category and the amount of state funding provided. Brochure program participants are required to provide a distribution plan for the number of brochures produced while participants in the Destination Advertising category must include research studies that convert advertising to visits and provide both economic impact and return on investment calculations for the marketing project. This research provides not only important data, but also valuable insight to Missouri tourism marketing trends at the local levels.

Figure 9 illustrates the quantifiable data from projects targeting the leisure traveler. Marketing to the leisure traveler comprises the bulk of Cooperative Marketing budget. The total co-op investment, both State and local for FY08 was \$5,423,315. From this investment, more than two billion impressions were generated with 800,216 inquiries.

Figure 9 Combined Summary Data for Projects Targeting the Leisure Traveler: Destination Advertising, Leisure Travel Marketing, Small Project Marketing, Brochure Development and Missouri Jewels			
State Dollars Awarded	\$2,818,071	TV Ads Placed	25,300
State Dollars Reimbursed	\$2,697,276	Radio Ads Placed	4,699
Local Matching Dollars	\$2,726,039	Newspaper Ads Placed	220
Total Project Costs	\$5,423,315	Magazine Ads Placed	360
% In State	34	Billboards Leased	25
% Out-of-State	66	Brochures Distributed	359,500
Inquiries Reported	800,216	Trade Shows Attended	33
Gross Impressions	2,110,791,861	Web Sites Developed/Updated	1
Projects Funded	31	Other Marketing Activities	24

Figure 10 illustrates the extent to which the 27 leisure travel marketing responders achieved the stated marketing objectives.

Figure 10 Extent to Which Projects Achieved Objectives		# Reporting
Significantly		17
Somewhat		10
Little		0
		27

Cooperative Marketing Fiscal Year 2008 Program Summary

Based upon the measurement research provided, for FY08, the Destination Advertising category generated more than 26,200 media placements representing over 1.8 billion advertising impressions. Nearly 900,000 trips were generated and, on average, \$459 was spent during each of these trips.

See section IV of this publication for the individual outcomes of the Cooperative Marketing Program destination advertising projects

Figure 11 reflects the outcomes reported by the eight participants of the destination advertising category.

Figure 12 summarizes FY08 public relations category data.

**Figure 11 - Destination Advertising
Summary of Outcomes and Measurements**

State Dollars Awarded	\$2,306,212
State Dollars Reimbursed	\$2,293,726
Local Matching Dollars	\$2,305,440
Inquiries Reported	424,054*
Gross Impressions	1,858,042,195
Media Placements	26,262
% Placed Instate	18
% Placed Out-of-state	88

Measurement Results

Trips Generated	888,256
Average \$\$ Spent per Trip	\$459
DA Projects Funded	8

**Does not include Web inquiries*

Figure 12 - Public Relations Summary Data

State Dollars Awarded	\$71,020.52	Media Releases Distributed	31
State Dollars Reimbursed	\$69,196.21	Group Press Tours Hosted	3
Local Matching Dollars	\$69,560.95	Individual Press Tours Hosted	11
Total Project Cost	\$138,757.16	Media Market Places Attended	5
Stories Attributable to the Project	1,334	Videos Distributed	1
Stories Anticipated	330	Press Kits Distributed	415
%Targeting Instate Market	37%	Sales Missions Completed	17
% Targeting Out of State Markets	63%	Media Queries Initiated	11

Figure 13 - Convention Marketing Summary Data

State Dollars Awarded	\$464,969
State Dollars Reimbursed	\$433,126
Local Matching Dollars	\$456,842
Magazine Ads Placed	155
Media Kits Distributed	60
Planners & Collateral Piece Distributed	2,158
Trade Shows Attended	51
Other Marketing Activities	7
Projects Funded	10
Conventions Booked	1,266
Meetings Booked	1,406
Sporting Events Booked	228
Total Bookings	2,900
Number of Projects Funded	10
Total Room Nights Generated	343,818

**Outcomes for Marketing Projects that
Target the Convention, Meeting and
Sporting Event Planner:**

Approximately 14 percent of the FY08 Cooperative Marketing awards supported convention marketing projects designed to bring new conventions, meetings and amateur sporting events to Missouri. Missouri destinations received funding for projects targeting convention, meeting and amateur sporting event planners. The combined state and local Cooperative Marketing investment for FY08 was \$889,968. Participants reported that 343,818 room nights were generated by these projects. See Figure 13.

Cooperative Marketing Fiscal Year 2008 Program Summary

Figure 14 compares statistics from the FY08 program years with that of FY06 and FY07.

Figure 1					
	FY06	FY06/FY07 Comparison	FY07	FY07/FY08 Comparison	FY08
State \$\$ Awarded	\$3,163,870	\$91,190	\$3,255,060	\$111,024	\$3,366,084
State \$\$ Reimbursed	\$3,007,381	\$157,296	\$3,164,677	\$46,687	\$3,211,364
Unused \$\$	\$156,489	(\$66,105)	\$90,384	\$64,336	\$154,720
Local Matching \$\$	\$4,285,649	(\$1,068,050)	\$3,217,599	\$46,234	\$3,263,833
Total Project Cost	\$7,293,030	(\$910,754)	\$6,382,276	\$92,920	\$6,475,197
Exposure	2,430,083,989	54,592,176	2,484,676,165	(373,832,970)	2,110,843,195
Advertising Responses Reported	457,659	195,103	652,762	147,454	800,216
% Expenditures to In-state audience	40%	41	41	(21)	20
% Expenditures to Out-of-state audience	60%	58	59	21	80
TV Ads Placed	15,077	(1,156)	13,921	11,379	25,300
Radio Ads Placed	6,903	2,376	9,279	(4,580)	4,699
Newspaper Ads Placed	427	(108)	319	(99)	220
Magazine Ads Placed	536	29	565	(50)	515
Videos Distributed	269	(269)	0	1	1
Billboards Leased	25	3	28	(6)	22
Brochures Distributed	588,532	331,119	919,651	(557,487)	362,164
Trade Shows Attended	26	50	76	13	89
FAM Tours Hosted	26	(10)	16	(2)	14
Web Sites Developed/Updated	1	1	2	(1)	1
Other Marketing Activities	244	(167)	77	8	85
Contract Completion Rate	95.05%	2.17%	97.22%	0	95.40%
Number of Projects Funded	47	6	53	(3)	50

Figure 14 summarizes the FY08 total dollars reimbursed by participating DMOs, most to least.

Figure 14 - FY08 Reimbursements by Destination Marketing Organization

<u>DMO Name</u>	<u>Reimbursements</u>
Branson/Lakes Area Chamber of Commerce/CVB	\$460,000.00
St. Louis CVC	\$460,000.00
Springfield CVB	\$458,595.91
CVB of Greater Kansas City	\$457,746.85
Greater Lake of the Ozarks CVB	\$318,188.53
City of Independence - Tourism Department	\$184,946.71
City of St. Charles Tourism Department	\$129,941.02
Buchanan Co. Tourism Board d/b/a St. Joseph CVB	\$114,050.29
Jefferson City CVB	\$63,635.99
City of Joplin CVB	\$54,978.52
Chamber of Com. of Table Rock Lake/Kimberling City Area	\$49,832.39
Lake of the Ozarks Golf Council, Inc.	\$48,731.67
Lake of the Ozarks Tri-County Lodging Association	\$48,178.42
City of St. Charles Tourism Department	\$46,696.28
City of Joplin CVB	\$45,998.00
City of Lebanon	\$44,675.08
Cape Girardeau Chamber of Commerce/CVB	\$37,223.76
Carthage CVB	\$28,525.29
Pulaski County Visitors Bureau	\$26,371.36
CVB for Sikeston, Mo. and Miner, Mo.	\$24,731.32
CVB of Ste. Genevieve	\$21,437.36
Pulaski County Visitors Bureau	\$20,277.37
Indian Point Chamber of Commerce, Inc.	\$13,439.06
Washington Area Chamber of Commerce	\$10,926.57
Sedalia Area Chamber of Commerce	\$10,288.62
Clinton Tourism Association, Inc.	\$9,167.92
Hermann Area Chamber of Commerce - Tourism Group	\$5,000.00
Weston Development Co. d/b/a Weston Chamber of Commerce	\$5,000.00
Chesterfield Chamber of Commerce	\$4,594.04
Main Street Clarksville/HCI	\$2,500.00
Downtown Excelsior Partnership	\$2,262.22
Historic Arrow Rock Council	\$2,024.00
Warrensburg Chamber of Commerce & Visitor Center	\$1,399.10
Downtown Branson Main Street Association	\$0.00
Total FY08 Reimbursements	\$3,211,363.65

IV. FY08 Project Assessments - Individual

The following pages reflect the outcome information provided by the participant on each individual FY08 contract.

Cooperative Marketing Fiscal Year 2008 Program Summary

Summary of FY08 Missouri Jewels Program funding – Below is the summary data for the Missouri Jewels category contracts. In this entry-level category participants may, based upon recommendations elect to develop a tourism Web site, a tourism marketing collateral piece or implement visitor research. The minimum state funding amount is \$500 with a \$2,500 maximum. Project summary reports are not required in this category.

Number of Projects	1
Award Amount	\$2,262.22
State Dollars Reimbursed	\$2,262.22
Local Matching Dollars	\$2,262.22
Total Project Cost	\$4,524.44
Completion %	100%
Number of Brochures Produced	50,000

Summary of FY08 Brochure Development and Printing Program Contracts – Below is the summary data for the brochure category contracts. In this category participants may develop a visitor guide or another approved tourism marketing collateral piece. The minimum state funding amount is \$500 with a \$2,500 maximum. Project summary reports are not required in this category.

Number of Projects	1
Award Amount	\$2,024.00
State Dollars Reimbursed	\$2,024.00
Local Matching Dollars	\$2,024.00
Total Project Cost	\$4,048.00
Completion %	100%
Number of Brochures Produced	25,000

Summary of FY08 Small Project Marketing Contracts – Below is the summary data for the small project marketing category contracts. In this category various marketing activities may be combined into small projects to target the leisure traveler. The two marketing periods are July 1, 2007 through Dec. 31, 2007 and Jan. 1, 2008 through June 30, 2008. The maximum state funding amount for these projects is \$5,000. The following pages detail the individual project outcomes.

	Award Amount	\$28,493.14		
	State Dollars Reimbursed	\$27,661.06		
	Local Matching Dollars	\$29,928.05		
	Total Project Cost	\$57,589.11		
	Award Amount	\$28,493.14		
	Completion %	97%		
	Total Circulation/Gross Impressions	13,857,707		
	Inquiries Reported	18,338		
TV Ads Placed	48	Brochures Distributed	12,500	
Radio Ads Placed	0	Billboards Leased	3	
Newspaper Ads Placed	2	Websites Developed/Updated	0	
Magazine Ads Placed	28			
	Percent Targeting In-state Market	47%		
	Percent Targeting Out-of-State Markets	53%		

FY2008 INDIVIDUAL PROJECT ASSESSMENTS

Projects Targeting the Leisure Traveler

Small Project Marketing-S/F

DMO Information

Contract #: **08-03-035-55** DMO **Main Street Clarksville/HCI**

Project: Connecting TV ads to the Website

Primary Objectives 1. To reinstate a year round multi-media marketing program that proved to be successful in the past 2. To increase the number of visitors by 5% during FY08 compared to FY07

Destination Description Clarksville has a population of 490. There are twenty-two motel rooms and nine Bed & Breakfast rooms. The tourist attractions and events include Antiques, Lock & Dam #24, River Heritage Center, Little Dixie Highway of the Great River Road, a national scenic byway, Eagle Days, Chili Cook-Offs, Big River Days, Applefest, Stuff Your Stockin' Party and Christmas Along the Mississippi.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$2,500.00	<u>State Dollars Reimbursed:</u>	\$2,500.00
<u>Revised Award:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$2,500.00
		<u>Total Project Cost:</u>	\$5,000.00

Marketing Activity Information

<u>TV Ads Placed</u>	48	<u>Brochures Distributed</u>	0
<u>Radio Ads Placed</u>	0	<u>Tradeshows Attended</u>	0
<u>Newspaper Ads Placed</u>	0	<u>FAM Tours Hosted</u>	0
<u>Magazine Ads Placed</u>	0	<u>Websites Developed/Updated</u>	0
<u>Billboards Leased</u>	0	<u>Other Marketing Activity</u>	0
<u>Videos Distributed</u>	0		
<u>Instate Marketing</u>	50 %	<u>Total Circulation/Gross Impressions</u>	0
<u>Out of State Marketing</u>	50 %	<u>Inquiries Reported</u>	0

Project Outcomes

Percentage Completed 100%

Did Project Achieve Objectives?

DMO Comments

Research Methods

Conversion Rate: ¹ ROI:

Economic Impact:

Visits Generated

Impact of Co-op Project

Outcome Effect on Future Marketing Participant did not submit Project Summary Report.

¹ ROI (return on investment) amounts here represent the identified economic benefit for every \$1 spent on this project.

FY2008 INDIVIDUAL PROJECT ASSESSMENTS

Projects Targeting the Leisure Traveler

Small Project Marketing-S/F

DMO Information

Contract #: 08-04-039-55 DMO Weston Development Co. d/b/a Weston Chamber of Commerce

Project: Billboard Campaign 2007

Primary Objectives 1. Improve Weston's visibility as tourist destination 2. Attract new visitors to Weston 3. Encourage return visitors

Destination Description Established in 1837, Weston is an antebellum town rich in history. As a get-away destination for many in the surrounding areas of Missouri, Kansas, Iowa and Nebraska, Weston has won best day trip from Kansas City five years in a row by Forbes Magazine. It is listed as a day trip destination in Midwest Living magazine this year. A great place to shop, dine, stay and have fun year round, Weston offers one of a kind shops, restaurants, an Irish pub, brewery and award-winning winery, parks, museums and galleries. Quaint bed and breakfasts and a renovated 1847 hotel encourage visitors to stay longer and enjoy all that we have to offer.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$5,000.00	<u>State Dollars Reimbursed:</u>	\$5,000.00
<u>Revised Award:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$5,000.00
		<u>Total Project Cost:</u>	\$10,000.00

Marketing Activity Information

<u>TV Ads Placed</u>	0	<u>Brochures Distributed</u>	0
<u>Radio Ads Placed</u>	0	<u>Tradeshows Attended</u>	0
<u>Newspaper Ads Placed</u>	0	<u>FAM Tours Hosted</u>	0
<u>Magazine Ads Placed</u>	0	<u>Websites Developed/Updated</u>	0
<u>Billboards Leased</u>	3	<u>Other Marketing Activity</u>	0
<u>Videos Distributed</u>	0		
<u>Instate Marketing</u>	0 %	<u>Total Circulation/Gross Impressions</u>	150,000
<u>Out of State Marketing</u>	100 %	<u>Inquiries Reported</u>	500

Project Outcomes

Percentage Completed 100%

Did Project Achieve Objectives? Significantly

DMO Comments Merchants saw a lot more visitors from Nebraska and Omaha areas. There were many more requests for information from these areas at the chamber office.

Research Methods None required in this category

Conversion Rate: ¹ ROI:

Economic Impact: \$0

Visits Generated 0

Impact of Co-op Project More visitors from these areas came to Weston, more visitors means more money spent in Weston.

Outcome Effect on Future Marketing N/A

¹ ROI (return on investment) amounts here represent the identified economic benefit for every \$1 spent on this project.

FY2008 INDIVIDUAL PROJECT ASSESSMENTS

Projects Targeting the Leisure Traveler

Small Project Marketing-S/F

DMO Information

Contract #: **08-05-037-55** DMO **Warrensburg Chamber of Commerce & Visitor Center**

Project: Warrensburg and the Traveler

Primary Objectives 1. Create More awareness of Warrensburg 2. Increase the number of visitors 3. Increase the number of overnight stays

Destination Description Just an hour's drive from Kansas City, Warrensburg residents and visitors are in the enviable position of being able to enjoy the attractions of a metropolitan area and the advantages of small town life. The hotels and motels in the Warrensburg community provide 429 rooms. Some of the attractions for visitors include Powell Gardens, Knob Noster State Park and Bristle Ridge Vineyards. Numerous events bring in visitors, one of the largest is the Wings Over Whiteman Air Show held at the Whiteman Air Force Base. Others come to attend the Johnson County Fair, the Warrensburg Wheels Car Show, the Scottish Highland Games or any number of racing events held at the Lasoski Speedway and the Central Missouri Speedway.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$1,399.10	<u>State Dollars Reimbursed:</u>	\$1,399.10
<u>Revised Award:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$1,399.10
		<u>Total Project Cost:</u>	\$2,798.20

Marketing Activity Information

<u>TV Ads Placed</u>	0	<u>Brochures Distributed</u>	0
<u>Radio Ads Placed</u>	0	<u>Tradeshows Attended</u>	0
<u>Newspaper Ads Placed</u>	0	<u>FAM Tours Hosted</u>	0
<u>Magazine Ads Placed</u>	2	<u>Websites Developed/Updated</u>	0
<u>Billboards Leased</u>	0	<u>Other Marketing Activity</u>	0
<u>Videos Distributed</u>	0		

<u>Instate Marketing</u>	100 %	<u>Total Circulation/Gross Impressions</u>	990,670
<u>Out of State Marketing</u>	0 %	<u>Inquiries Reported</u>	148

Project Outcomes

Percentage Completed 100%

Did Project Achieve Objectives? Somewhat

DMO Comments More awareness of Warrensburg was created. We believe at least some number of our fall visitors saw the ad. Knowing exact numbers, especially numbers of overnight visitors generated, was not possible since research was not part of the project.

Research Methods None required in this category

Conversion Rate: ¹ ROI:

Economic Impact: \$0

Visits Generated 0

Impact of Co-op Project Warrensburg's name and branding got in front of many thousands of people. We worked with the University of Central Missouri in putting the ad together, furthering our partnership in the community branding project.

Outcome Effect on Future Marketing N/A

¹ ROI (return on investment) amounts here represent the identified economic benefit for every \$1 spent on this project.

FY2008 INDIVIDUAL PROJECT ASSESSMENTS

Projects Targeting the Leisure Traveler

Small Project Marketing-S/F

DMO Information

Contract #: **08-05-040-55** DMO **Clinton Tourism Association, Inc.**

Project: Clinton - Where the lake meets the trail

Primary Objectives 1. Increase awareness of the recreational and cultural tourism in Clinton 2. Increase visits by tourists to our community

Destination Description Located in west-central Missouri, Clinton, as the gateway to Missouri's best bass fishing, the second-largest lake, and the western head of the Katy Trail, draws thousands of visitors each year with its natural beauty and recreational opportunities. Clinton's historic downtown, the largest downtown square in Missouri, provides a day's worth of shopping entertainment. Clinton's history and heritage are alive and easily viewed at the Henry County Museum and Historical Arts Center located downtown.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$5,000.00	<u>State Dollars Reimbursed:</u>	\$4,807.83
<u>Revised Award:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$4,807.83
		<u>Total Project Cost:</u>	\$9,615.66

Marketing Activity Information

<u>TV Ads Placed</u>	0	<u>Brochures Distributed</u>	12,500
<u>Radio Ads Placed</u>	0	<u>Tradeshows Attended</u>	0
<u>Newspaper Ads Placed</u>	0	<u>FAM Tours Hosted</u>	0
<u>Magazine Ads Placed</u>	9	<u>Websites Developed/Updated</u>	0
<u>Billboards Leased</u>	0	<u>Other Marketing Activity</u>	0
<u>Videos Distributed</u>	0		
<u>Instate Marketing</u>	61 %	<u>Total Circulation/Gross Impressions</u>	2,390,805
<u>Out of State Marketing</u>	39 %	<u>Inquiries Reported</u>	313

Project Outcomes

Percentage Completed 96%

Did Project Achieve Objectives? Somewhat

DMO Comments While we have had inquiries and additional visits based on hotel revenue reporting we believe we are still in the discovery stages on having people consider Clinton as a tourist destination.

Research Methods None required in this category

Conversion Rate: ¹ ROI:

Economic Impact: \$0

Visits Generated 0

Impact of Co-op Project The Cooperative Marketing program provided oversight and structure on how we promote Clinton. The logo and inclusion with Missouri Tourism has implied a fun and family friendly destination to people that received our materials.

Outcome Effect on Future Marketing We have continued to look for travel show contacts and other venues where our target audience will be shopping for information on travel destinations. We have also expanded and enhanced our web presence to increase the probability of visitor contact.

¹ ROI (return on investment) amounts here represent the identified economic benefit for every \$1 spent on this project.

FY2008 INDIVIDUAL PROJECT ASSESSMENTS

Projects Targeting the Leisure Traveler

Small Project Marketing-S/F

DMO Information

Contract #: **08-07-036-55** DMO **Chesterfield Chamber of Commerce**

Project: Destination Chesterfield

Primary Objectives 1. Increase awareness of Chesterfield as a tourist destination 2. Increase percentage of leisure visitors to Chesterfield 3. Increase the average length of stay for leisure, business and tournament visitors

Destination Description The City of Chesterfield was incorporated just sixteen years ago in 1988. We are conveniently located off of Highway 64/40 just 25 minutes from downtown St. Louis. Our market is primarily drive-in affluent Midwesterners. We have many interesting attractions and activities to keep our visitors entertained. Among them are Faust Park, with 200 acres to explore including a circa 1920's carousel, historic village and the Sophia M. Sachs Butterfly House, fabulous restaurants, luxurious hotels and great shopping opportunities. Plus, there are art museums, a children's museum and coming soon Stages St. Louis, a musical theatre company. Chesterfield is also home to some great summer events, namely, the St. Louis County Fair and Air Show and the Summer Concerts in the Park.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$4,594.04	<u>State Dollars Reimbursed:</u>	\$4,594.04
<u>Revised Award:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$4,594.04
		<u>Total Project Cost:</u>	\$9,188.08

Marketing Activity Information

<u>TV Ads Placed</u>	0	<u>Brochures Distributed</u>	0
<u>Radio Ads Placed</u>	0	<u>Tradeshows Attended</u>	0
<u>Newspaper Ads Placed</u>	0	<u>FAM Tours Hosted</u>	0
<u>Magazine Ads Placed</u>	7	<u>Websites Developed/Updated</u>	0
<u>Billboards Leased</u>	0	<u>Other Marketing Activity</u>	0
<u>Videos Distributed</u>	0		
<u>Instate Marketing</u>	45 %	<u>Total Circulation/Gross Impressions</u>	6,927,462
<u>Out of State Marketing</u>	55 %	<u>Inquiries Reported</u>	2,715

Project Outcomes

Percentage Completed 100%

Did Project Achieve Objectives? Somewhat

DMO Comments Although inquiries did not increase dramatically, the increase of requests through the Chamber web site, which is referenced to in the ads, has been significant. Request for brochures continue at a steady rate.

Research Methods None required in this category

Conversion Rate: ¹ ROI:

Economic Impact: \$0

Visits Generated 0

Impact of Co-op Project The funds allowed repetitive and larger advertising than would have been possible with only our own marketing budget.

Outcome Effect on Future Marketing We will again advertise in the Missouri Life magazine to take our message farther to the west end of Missouri. Since we no longer have financing, we will suspend the AAA magazines.

¹ ROI (return on investment) amounts here represent the identified economic benefit for every \$1 spent on this project.

FY2008 INDIVIDUAL PROJECT ASSESSMENTS

Projects Targeting the Leisure Traveler

Small Project Marketing-W/S

DMO Information

Contract #: **08-05-053-56** DMO **Clinton Tourism Association, Inc.**

Project: Clinton - Where the lake meets the trail

Primary Objectives 1. Increase awareness of Clinton's tourism opportunities
 2. Increase number of inquiries for additional information

Destination Description Located in west-central Missouri, as the northern gateway to Missouri's best bass fishing, second-largest lake and as the western head of the Katy Trail, Clinton draws thousands of visitors each year with its natural beauty and recreational opportunities. Clinton's historic downtown, the largest downtown square in Missouri, provides a day's worth of shopping entertainment. Clinton's history and heritage are alive and easily viewed at the Henry County Museum and Historical Arts Center located downtown.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$5,000.00	<u>State Dollars Reimbursed:</u>	\$4,360.09
		<u>Local Matching Dollars:</u>	\$4,360.10
<u>Revised Award:</u>	\$0.00	<u>Total Project Cost:</u>	\$8,720.19

Marketing Activity Information

<u>TV Ads Placed</u>	0	<u>Brochures Distributed</u>	0
<u>Radio Ads Placed</u>	0	<u>Tradeshows Attended</u>	0
<u>Newspaper Ads Placed</u>	1	<u>FAM Tours Hosted</u>	0
<u>Magazine Ads Placed</u>	6	<u>Websites Developed/Updated</u>	0
<u>Billboards Leased</u>	0	<u>Other Marketing Activity</u>	0
<u>Videos Distributed</u>	0		
 <u>Instate Marketing</u>	 60 %	 <u>Total Circulation/Gross Impressions</u>	 679,435
<u>Out of State Marketing</u>	40 %	<u>Inquiries Reported</u>	6,500

Project Outcomes

Percentage Completed 87%

Did Project Achieve Objectives? Significantly

DMO Comments Our inquiry for additional information through the magazine reader response cards more than doubled over the previous year. We had to order a reprint of our visitor guide in the spring to keep up with the requests.

Research Methods None required in this category

Conversion Rate: ¹ ROI:

Economic Impact: \$0

Visits Generated 0

Impact of Co-op Project We have maintained a theme with the ads and consistency in placement throughout our campaign and the repetition has established linkage to those markets. We continue to focus on the KATY trail and lake traffic.

Outcome Effect on Future Marketing N/A

¹ ROI (return on investment) amounts here represent the identified economic benefit for every \$1 spent on this project.

FY2008 INDIVIDUAL PROJECT ASSESSMENTS

Projects Targeting the Leisure Traveler

Small Project Marketing-W/S

DMO Information

Contract #: **08-06-054-56** DMO **Hermann Area Chamber of Commerce - Tourism Group**

Project: Wine Country Getaway

Primary Objectives 1. Increase length of time visitors spend in Hermann 2. Promote Hermann as complete destination 3. Promote our strength with focus on wine country

Destination Description Hermann is a historic German community, located on the banks of the Missouri River, with a strong tradition of tourism activities. The German traditions, unique architecture, over 150 buildings on the National Register of Historic Places, wineries, antique shops and galleries, fine restaurants, unique lodging establishments, historic sites and many festivals make Hermann a great destination for all types of travelers. There are two historic wineries in the City of Hermann, two within a mile of the city and three other wineries are nearby and work with the other four as part of the Hermann Wine Trail. Some of Hermann's annual events include; Wurstfest, Maifest, Oktoberfest, BarBQ & Brats Festival, Taste of the Arts Festival, Kristkindl Markets and other Christmas time activities. There are a variety of antique shows, art programs and history related events.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$5,000.00	<u>State Dollars Reimbursed:</u>	\$5,000.00
		<u>Local Matching Dollars:</u>	\$7,266.98
<u>Revised Award:</u>	\$0.00	<u>Total Project Cost:</u>	\$12,266.98

Marketing Activity Information

<u>TV Ads Placed</u>	0	<u>Brochures Distributed</u>	0
<u>Radio Ads Placed</u>	0	<u>Tradeshows Attended</u>	0
<u>Newspaper Ads Placed</u>	1	<u>FAM Tours Hosted</u>	0
<u>Magazine Ads Placed</u>	4	<u>Websites Developed/Updated</u>	0
<u>Billboards Leased</u>	0	<u>Other Marketing Activity</u>	0
<u>Videos Distributed</u>	0		
 <u>Instate Marketing</u>	 10 %	 <u>Total Circulation/Gross Impressions</u>	 2,719,335
<u>Out of State Marketing</u>	90 %	<u>Inquiries Reported</u>	8,162

Project Outcomes

Percentage Completed 100%

Did Project Achieve Objectives? Somewhat

DMO Comments Visitor surveys show that people are seeing Hermann as a destination with many things to do. Combinations of unique lodging, wineries, beauty, charm, history, great restaurants, shops and galleries are attractive to the visitors.

Research Methods None required in this category

Conversion Rate: ¹ ROI:

Economic Impact: \$0

Visits Generated 0

Impact of Co-op Project It allowed us to place advertising in the Spring Missouri Vacation Planner. We could never afford this on our own. We were also able to reach out to Iowa and Illinois markets through AAA Living publication.

Outcome Effect on Future Marketing N/A

¹ ROI (return on investment) amounts here represent the identified economic benefit for every \$1 spent on this project.

Cooperative Marketing Fiscal Year 2008 Program Summary

Summary of FY08 Leisure Travel Marketing Contracts – Below is the summary data for the leisure travel marketing category contracts. In this category various marketing activities may be combined into a project to target the leisure traveler. The marketing period is July 1, 2007 through June 30, 2008. The minimum state funding amount for these projects is \$10,000 with a \$60,000 maximum. The following pages detail the individual leisure travel marketing project outcomes.

Number of Leisure Travel Projects		14	
Award Amount		\$479,080.33	
State Dollars Reimbursed		\$371,603.47	
Local Matching Dollars		\$386,384.67	
Total Project Cost		\$757,988.14	
Completion %		76%	
Total Circulation/Gross Impressions		238,866,959	
Inquiries Reported		357,824	
TV Ads Placed	4,034	Brochures Distributed	272,000
Radio Ads Placed	13	Tradeshows Attended	33
Newspaper Ads Placed	59	FAM Tours Hosted	0
Magazine Ads Placed	138	Websites Developed/Updated	1
Billboards Leased	22	Other Marketing Activities	19
Videos Distributed	0		
Percent Targeting In-state Market		38 %	
Percent Targeting Out -of -State Markets		62 %	

DMO Name	Award Amount	Reimbursed
Sedalia Area Chamber of Commerce	\$23,150.00	\$10,288.62
Pulaski County Visitors Bureau	\$33,398.50	\$19,214.87
Jefferson City CVB	\$42,032.30	\$40,909.77
Lake of the Ozarks Golf Council, Inc.	\$40,931.97	\$39,663.65
City of Lebanon	\$32,758.89	\$31,825.31
Washington Area Chamber of Commerce	\$11,554.20	\$10,926.57
Downtown Branson Main Street Association	\$49,988.96	\$0.00
City of Joplin CVB	\$50,000.00	\$45,998.00
Carthage CVB	\$37,875.00	\$28,525.29
Indian Point Chamber of Commerce, Inc.	\$15,000.00	\$13,439.06
Chamber of Commerce of Table Rock	\$50,000.00	\$49,832.39
Cape Girardeau Chamber of Commerce/CVB	\$44,070.51	\$37,223.76
CVB of Ste. Genevieve	\$24,804.00	\$21,437.36
CVB for Sikeston, Mo. and Miner, Mo.	\$23,516.00	\$22,318.82

FY2008 INDIVIDUAL PROJECT ASSESSMENTS

Projects Targeting the Leisure Traveler

Leisure Travel Marketing

DMO Information

Contract #: **08-05-007-11** DMO **Sedalia Area Chamber of Commerce**

Project: 2008 Leisure Marketing

Primary Objectives 1. Increase the number of leisure travel visitors by 2% through continuation of successful marketing ventures 2. Generate \$20,000 in advertising equivalency for editorial placement 3. Increase awareness within the group travel industry

Destination Description Sedalia is the county seat and serves as a market center for Pettis County. It is located in west central Missouri at the intersection of highways 65 and 50, only eighteen miles south of I-70. The area is characterized by gentle rolling hills and prairie. Our location on highway 65 places the county en route to the Lake of the Ozarks, Truman Lake, Pomme De Terre Lake and the Springfield/Branson area. The Missouri State Fairgrounds facilities draw thousands of visitors annually for camping rallies, livestock shows, sports tournaments and the Missouri State Fair. Major attractions include: Daum Museum of Contemporary Art, Railroad Heritage Exhibits, Scott Joplin Ragtime Festival, Katy Trail State Park, Bothwell Lodge State Historic Site and Blues & BBQ Festival.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$23,150.00	<u>State Dollars Reimbursed:</u>	\$10,288.62
<u>Revised Award:</u>	\$13,230.50	<u>Local Matching Dollars:</u>	\$11,080.50
		<u>Total Project Cost:</u>	\$21,369.12

Marketing Activity Information

<u>TV Ads Placed</u>	0	<u>Brochures Distributed</u>	10,000
<u>Radio Ads Placed</u>	0	<u>Tradeshows Attended</u>	0
<u>Newspaper Ads Placed</u>	1	<u>FAM Tours Hosted</u>	0
<u>Magazine Ads Placed</u>	12	<u>Websites Developed/Updated</u>	0
<u>Billboards Leased</u>	0	<u>Other Marketing Activity</u>	1
<u>Videos Distributed</u>	0		
<u>Instate Marketing</u>	30 %	<u>Total Circulation/Gross Impressions</u>	12,706,000
<u>Out of State Marketing</u>	70 %	<u>Inquiries Reported</u>	9,165

Project Outcomes

Percentage Completed 44%

Did Project Achieve Objectives? Somewhat

DMO Comments More targeted advertising resulted in a lower cost to generate visit amount of \$4.31 compared to last year's \$5.65. We were able to retain a reasonable share of market in the midst of an overall downturn in travel.

Research Methods Conversion Study Conversion Rate: 54.00% ¹ ROI: \$40.53
Inquiry Tracking Economic Impact: \$866,075
 Visits Generated 4,949

Impact of Co-op Project The Cooperative Marketing Program allows us to expand out advertising dollars to become more visible as a destination.

Outcome Effect on Future Marketing We will focus on the bordering states and continue to market closer to home for the traveler that is taking shorter trips.

¹ ROI (return on investment) amounts here represent the identified economic benefit for every \$1 spent on this project.

FY2008 INDIVIDUAL PROJECT ASSESSMENTS

Projects Targeting the Leisure Traveler

Leisure Travel Marketing

DMO Information

Contract #: **08-06-012-11** DMO **Pulaski County Visitors Bureau**

Project: Pulaski County Tourism Bureau

Primary Objectives 1. Increase leisure room nights 3% 2. Increase group travel/reunion 10% 3. Receive bid award from one sporting event

Destination Description Pulaski County is centrally located on I-44 between Branson and St. Louis and is home to Fort Leonard Wood. Popular attractions are the Mahaffey Museum complex on Fort Leonard Wood and water activities on the Gasconade and Big Piney Rivers, Historic Route 66, Old Stagecoach Stop Civil War site and Trail of Tears markers. Pulaski County hosts over 70 events including: Frogfest, Dixon Cow Days and Crocker's Railroad Festival. Plans for a National Veteran's Cemetery and Monument are underway.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$33,398.50	<u>State Dollars Reimbursed:</u>	\$19,214.87
<u>Revised Award:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$32,081.43
		<u>Total Project Cost:</u>	\$51,296.30

Marketing Activity Information

<u>TV Ads Placed</u>	0	<u>Brochures Distributed</u>	8,000
<u>Radio Ads Placed</u>	0	<u>Tradeshows Attended</u>	6
<u>Newspaper Ads Placed</u>	0	<u>FAM Tours Hosted</u>	0
<u>Magazine Ads Placed</u>	12	<u>Websites Developed/Updated</u>	0
<u>Billboards Leased</u>	3	<u>Other Marketing Activity</u>	0
<u>Videos Distributed</u>	0		
<u>Instate Marketing</u>	35 %	<u>Total Circulation/Gross Impressions</u>	22,908,000
<u>Out of State Marketing</u>	65 %	<u>Inquiries Reported</u>	12,758

Project Outcomes

Percentage Completed 58%

Did Project Achieve Objectives? Significantly

DMO Comments We increased leisure room nights by 1.3% and produced a return on investment of \$19.14 for every \$1 spent.

Research Methods Conversion Study Conversion Rate: 35.07% ¹ ROI: \$19.13
Lodging Tax Comparison Economic Impact: \$801,014
Inquiry Tracking Visits Generated 3,925

Impact of Co-op Project It enabled our destination to market in major publications to increase awareness to tourist about Pulaski County as well as the state of Missouri.

Outcome Effect on Future Marketing In analyzing the data received through surveying we are able to determine the effectiveness of ad placement and to determine conversion from a lead to an actual visitor.

¹ ROI (return on investment) amounts here represent the identified economic benefit for every \$1 spent on this project.

FY2008 INDIVIDUAL PROJECT ASSESSMENTS

Projects Targeting the Leisure Traveler

Leisure Travel Marketing

DMO Information

Contract #: **08-06-030-11** DMO **Jefferson City CVB**

Project: Capital City Leisure Marketing Campaign

Primary Objectives 1. Increase travel spending 2. Extend leisure travelers' length of stay 3. Increase attendance at local events and festivals

Destination Description Jefferson City is home of premier attractions, including the Missouri State Capitol building, Jefferson Landing Historic Site, the Governor's Mansion, the Carnahan Memorial Garden, Museum of Missouri Military History, Missouri State Highway Patrol Museum, Missouri Supreme Court, Lincoln University - a historic national landmark, Runge Nature Center, Native Stone Winery and many other points of interest including Lewis and Clark sites. Sporting events such as Capitol Soccer draw large crowds to the capital city.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$42,032.30	<u>State Dollars Reimbursed:</u>	\$40,909.77
<u>Revised Award:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$42,032.30
		<u>Total Project Cost:</u>	\$82,942.07

Marketing Activity Information

<u>TV Ads Placed</u>	0	<u>Brochures Distributed</u>	20,000
<u>Radio Ads Placed</u>	6	<u>Tradeshows Attended</u>	5
<u>Newspaper Ads Placed</u>	2	<u>FAM Tours Hosted</u>	0
<u>Magazine Ads Placed</u>	25	<u>Websites Developed/Updated</u>	0
<u>Billboards Leased</u>	2	<u>Other Marketing Activity</u>	0
<u>Videos Distributed</u>	0		
<u>Instate Marketing</u>	40 %	<u>Total Circulation/Gross Impressions</u>	18,513,555
<u>Out of State Marketing</u>	60 %	<u>Inquiries Reported</u>	8,050

Project Outcomes

Percentage Completed 97%

Did Project Achieve Objectives? Significantly

DMO Comments This marketing project shows success by comparing the numbers. The lodging tax revenue collected increased by \$30,389.67 over 2007, from \$423K to \$453K or more than 7%. Occupancy increased by .47%

<u>Research Methods</u>	Advertising Conversion Report	<u>Conversion Rate:</u>	¹ <u>ROI:</u>
	Tax Revenue Comparison	<u>Economic Impact:</u>	\$0
	Inquiry Tracking	<u>Visits Generated</u>	0

Impact of Co-op Project The Cooperative Marketing Program allowed us the ability to create new projects like updating the visitor guide and advertise in magazines that we normally would not be able to afford.

Outcome Effect on Future Marketing Successful results will allow us to continue on the same course with slight modifications to improve the program. The goal is to maximize the exposure of Jefferson City to potential visitors. The numbers show we are moving in that direction.

¹ ROI (return on investment) amounts here represent the identified economic benefit for every \$1 spent on this project.

FY2008 INDIVIDUAL PROJECT ASSESSMENTS

Projects Targeting the Leisure Traveler

Leisure Travel Marketing

DMO Information

Contract #: **08-06-032-11** DMO **Lake of the Ozarks Golf Council, Inc.**

Project: Advertising & Promotions

Primary Objectives 1. Increase demand for the Lake as a golf destination 2. Increase number of golfers and rounds played 3. Increase total travel spending by golfers

Destination Description Central Missouri's Lake of the Ozarks is the premier family vacation, golf and meeting destination in America's heartland. The 54,000 acre lake is a family-oriented mecca for anglers, swimmers, boaters, water-skiers and sailors. Off the water, visitors can enjoy world-class golf at 16 courses open to the public. Tennis, hiking, hunting and a variety of other recreational activities add to the area's appeal.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$40,931.97	<u>State Dollars Reimbursed:</u>	\$39,663.65
		<u>Local Matching Dollars:</u>	\$39,663.67
<u>Revised Award:</u>	\$0.00	<u>Total Project Cost:</u>	\$79,327.32

Marketing Activity Information

<u>TV Ads Placed</u>	18	<u>Brochures Distributed</u>	50,000
<u>Radio Ads Placed</u>	0	<u>Tradeshows Attended</u>	7
<u>Newspaper Ads Placed</u>	4	<u>FAM Tours Hosted</u>	0
<u>Magazine Ads Placed</u>	17	<u>Websites Developed/Updated</u>	0
<u>Billboards Leased</u>	0	<u>Other Marketing Activity</u>	2
<u>Videos Distributed</u>	0		
 <u>Instate Marketing</u>	 30 %	 <u>Total Circulation/Gross Impressions</u>	 4,386,588
<u>Out of State Marketing</u>	70 %	<u>Inquiries Reported</u>	101,054

Project Outcomes

Percentage Completed 97%

Did Project Achieve Objectives? Somewhat

DMO Comments Demand for information from advertising and visitors to website was up. Golf rounds were up 1%. Travel spending per golfer was down slightly, economy affected spending, but golfers still came to the Lake to play golf.

Research Methods Electronic Survey Conversion Rate: ¹ ROI:

Lead Tracking Economic Impact: \$0

Visits Generated 0

Impact of Co-op Project The Golf Council has a very limited budget in which to operate. The Cooperative Marketing Program funds enabled us to promote the Lake as a golfing destination. Advertising in regional magazines, golf magazines, Madden products, TV and newspapers is critical to our success.

Outcome Effect on Future Marketing We are reaching our target audience. We will continue to place a high priority on Madden publications, attend golf shows, produce a golf guide and increase our advertising on the web. The state of the economy will dictate our marketing strategy.

¹ ROI (return on investment) amounts here represent the identified economic benefit for every \$1 spent on this project.

FY2008 INDIVIDUAL PROJECT ASSESSMENTS

Projects Targeting the Leisure Traveler

Leisure Travel Marketing

DMO Information

Contract #: **08-06-033-11** DMO **City of Lebanon**

Project: "Wish You Were Here" Campaign

Primary Objectives 1. Increase overnight stays 2. Increase overall traveler expenditures 3. Build awareness of Lebanon

Destination Description Lebanon is located at the crossroads of I-44 and Missouri Highway 5. It is a major gateway to the Lake of the Ozarks and a popular stopping place for travelers along the interstate. Lebanon area's #1 attraction is Bennett Spring State Park. The park is 11 miles northwest of Lebanon and is considered one of the premier trout fishing locations in the state of Missouri. Other popular attractions are; Barrels of Fun, Historic Route 66 and I-44 Speedway. Shoppers will find a wide variety of stores to experience such as; Heartland Antique Mall, Russell Stover candy outlet and Harley-Davidson store. Events attract visitors to Lebanon throughout the year. Some of the top events hosted on an annual basis are; the Opening Day of Trout Season, Hillbilly Days, Art at the Farm, the Laclede County Fair and holiday festivals.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$32,758.89	<u>State Dollars Reimbursed:</u>	\$31,825.31
<u>Revised Award:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$31,825.33
		<u>Total Project Cost:</u>	\$63,650.64

Marketing Activity Information

<u>TV Ads Placed</u>	0	<u>Brochures Distributed</u>	32,000
<u>Radio Ads Placed</u>	0	<u>Tradeshows Attended</u>	5
<u>Newspaper Ads Placed</u>	2	<u>FAM Tours Hosted</u>	0
<u>Magazine Ads Placed</u>	9	<u>Websites Developed/Updated</u>	0
<u>Billboards Leased</u>	4	<u>Other Marketing Activity</u>	1
<u>Videos Distributed</u>	0		
<u>Instate Marketing</u>	30 %	<u>Total Circulation/Gross Impressions</u>	54,326,619
<u>Out of State Marketing</u>	70 %	<u>Inquiries Reported</u>	25,886

Project Outcomes

Percentage Completed 97%

Did Project Achieve Objectives? Significantly

DMO Comments Lebanon's lodging tax was up in 2008 over 2007. Travel industry taxes were up in 2008 over 2007. Paid media and earned media raised awareness of Lebanon through online promotions, billboards, print media, collateral materials and tradeshows.

<u>Research Methods</u>	Sales Tax Comparison	<u>Conversion Rate:</u>	¹ <u>ROI:</u>
	Lodging Tax Comparison	<u>Economic Impact:</u>	\$0
	Conversion Study	<u>Visits Generated</u>	0

Impact of Co-op Project The Cooperative Marketing Program provided additional marketing dollars that are essential to our small CVB. We collect lodging tax revenue but without co-op funding our promotional efforts would be ineffective.

Outcome Effect on Future Marketing We will develop a campaign to get travelers off the interstate to increase our occupancy at our lodging facilities. We will look into developing events that will bring overnight visitors to Lebanon. We will work to get a stronger return on investment.

¹ ROI (return on investment) amounts here represent the identified economic benefit for every \$1 spent on this project.

FY2008 INDIVIDUAL PROJECT ASSESSMENTS

Projects Targeting the Leisure Traveler

Leisure Travel Marketing

DMO Information

Contract #: **08-07-011-11** DMO **Washington Area Chamber of Commerce**

Project: Washington Advertising

Primary Objectives 1. Increase documented inquiries from print ads by 5% over FY07 2. Increase total contacts (labels, label requests, etc.) 5% over FY07 3. Increase the number of scheduled tour groups over FY07

Destination Description Washington is attractive as a one-day or overnight destination. There is a high interest in Washington's access to restaurants, fairs, festivals, wineries, shops, sightseeing and historic sites and parks. Washington area hosts a number of tourist attractions and events. The following are some of the notable; antique and specialty stores, Purina Farms, Washington Town & Country Fair, Missouri Meerschaum Corncob Pipes, Daniel Boone Home, art galleries, fine dining, band and craft festivals, Katy Trail State Park, church dinners and picnics and modern motels and quaint bed & breakfasts.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$11,554.20	<u>State Dollars Reimbursed:</u>	\$10,926.57
<u>Revised Award:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$10,926.60
		<u>Total Project Cost:</u>	\$21,853.17

Marketing Activity Information

<u>TV Ads Placed</u>	0	<u>Brochures Distributed</u>	15,000
<u>Radio Ads Placed</u>	0	<u>Tradeshows Attended</u>	2
<u>Newspaper Ads Placed</u>	8	<u>FAM Tours Hosted</u>	0
<u>Magazine Ads Placed</u>	4	<u>Websites Developed/Updated</u>	0
<u>Billboards Leased</u>	1	<u>Other Marketing Activity</u>	0
<u>Videos Distributed</u>	0		
 <u>Instate Marketing</u>	 71 %	 <u>Total Circulation/Gross Impressions</u>	 4,097,000
<u>Out of State Marketing</u>	29 %	<u>Inquiries Reported</u>	9,685

Project Outcomes

Percentage Completed 95%

Did Project Achieve Objectives? Somewhat

DMO Comments The project did not achieve the desired effect over FY07. There was an 8.8% decrease in documented newspaper inquiries and a 6% decrease in the magazine responses. The effectiveness of the billboards is much more difficult to assess.

<u>Research Methods</u>	Inquiry Tracking	<u>Conversion Rate:</u>	¹ <u>ROI:</u>
	Intercept Study	<u>Economic Impact:</u>	\$0
	Conversion Study	<u>Visits Generated</u>	0

Impact of Co-op Project These State funds enabled the Chamber to purchase ads in periodicals that could never have been completed without assistance from this program. This year has been a year of transition in the Tourism Department of the Washington Area Chamber of Commerce, the ability to call upon the Cooperative Marketing Program staff and other Missouri Division of Tourism staff to assist in training, planning, marketing and research has been extremely valuable.

Outcome Effect on Future Marketing We will explore new markets to attract visitors to Washington. New target markets in Chicago and Kansas City will be included in the future. Both markets have produced visitors to Washington, but a larger presence in these markets will increased visitors. In addition, special events targeted to specific demographic groups will be included in the FY10 application. All successful components will be continued and evaluated regularly.

¹ ROI (return on investment) amounts here represent the identified economic benefit for every \$1 spent on this project.

FY2008 INDIVIDUAL PROJECT ASSESSMENTS

Projects Targeting the Leisure Traveler

Leisure Travel Marketing

DMO Information

Contract #: 08-08-003-11 DMO Downtown Branson Main Street Association

Project: Creating Experiences in Historic Downtown Branson

Primary
Objectives

Destination
Description

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$49,988.96	<u>State Dollars Reimbursed:</u>	\$0.00
<u>Revised Award:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$0.00
		<u>Total Project Cost:</u>	\$0.00

Marketing Activity Information

<u>TV Ads Placed</u>	0	<u>Brochures Distributed</u>	0
<u>Radio Ads Placed</u>	0	<u>Tradeshows Attended</u>	0
<u>Newspaper Ads Placed</u>	0	<u>FAM Tours Hosted</u>	0
<u>Magazine Ads Placed</u>	0	<u>Websites Developed/Updated</u>	0
<u>Billboards Leased</u>	0	<u>Other Marketing Activity</u>	0
<u>Videos Distributed</u>	0		
<u>Instate Marketing</u>	0 %	<u>Total Circulation/Gross Impressions</u>	0
<u>Out of State Marketing</u>	0 %	<u>Inquiries Reported</u>	0

Project Outcomes

Percentage Completed 0%

Did Project Achieve
Objectives?

DMO Comments Project not completed no Project Summary Report submitted.

Research Methods

Conversion Rate: ¹ ROI: #Error

Economic Impact: \$0

Visits Generated 0

Impact of Co-op Project

Outcome Effect on
Future Marketing

¹ ROI (return on investment) amounts here represent the identified economic benefit for every \$1 spent on this project.

FY2008 INDIVIDUAL PROJECT ASSESSMENTS

Projects Targeting the Leisure Traveler

Leisure Travel Marketing

DMO Information

Contract #: **08-08-006-11** DMO **City of Joplin CVB**

Project: FY08 JCVB Leisure CMP

Primary Objectives 1. Generate room nights 2. Market Joplin's attractions and events 3. Provide attractive fulfillment pieces

Destination Description Joplin is the fourth largest metro area in Missouri. A mining boomtown established in 1873, Joplin has a storied history and is conveniently located on Historic Route 66 & I-44. The Joplin Museum Complex, Boomtown Days, Sandstone Gardens, Wildcat Glades Audubon Center and The Bridge are just a few main attractions. Joplin has more than 20 hotels with 2,000+ total rooms and a thriving dining scene with more than 200 restaurants.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$50,000.00	<u>State Dollars Reimbursed:</u>	\$45,998.00
<u>Revised Award:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$45,998.02
		<u>Total Project Cost:</u>	\$91,996.02

Marketing Activity Information

<u>TV Ads Placed</u>	0	<u>Brochures Distributed</u>	0
<u>Radio Ads Placed</u>	0	<u>Tradeshows Attended</u>	0
<u>Newspaper Ads Placed</u>	0	<u>FAM Tours Hosted</u>	0
<u>Magazine Ads Placed</u>	7	<u>Websites Developed/Updated</u>	0
<u>Billboards Leased</u>	4	<u>Other Marketing Activity</u>	0
<u>Videos Distributed</u>	0		
<u>Instate Marketing</u>	30 %	<u>Total Circulation/Gross Impressions</u>	7,147,000
<u>Out of State Marketing</u>	70 %	<u>Inquiries Reported</u>	31,429

Project Outcomes

Percentage Completed 92%

Did Project Achieve Objectives? Significantly

DMO Comments We were encouraged by the number of inquiries from magazine ads. Our "Fun Guide" fulfillment piece attracted many to our website. The future is in website marketing. Our room tax increased by over 10%.

<u>Research Methods</u>	Inquiry Tracking	<u>Conversion Rate:</u>	¹ <u>ROI:</u>
	Visitor Profile	<u>Economic Impact:</u>	\$0
	Economic Impact	<u>Visits Generated</u>	0

Impact of Co-op Project The Cooperative Marketing Program enabled us to push our attractions and events. This strategy encouraged overnight stays.

Outcome Effect on Future Marketing We will continue to use our larger ads in fewer major magazines, this seems to increase our inquiries. We have learned that Joplin has a 300 mile radius market reach.

¹ ROI (return on investment) amounts here represent the identified economic benefit for every \$1 spent on this project.

Projects Targeting the Leisure Traveler

Leisure Travel Marketing

<u>Destination</u>	Carthage is a small town nestled in Southwest Missouri. It is home to Precious Moments Chapel, Victorian architecture, Civil War history and a section of Route 66. Visitors are also drawn to Carthage by these items as well as our huge castle like Courthouse, our historic town square full of antique stores and unique gift shops, as well as our many festivals, including Marian Days, the Maple Leaf Festival, Acoustical Festivals, Midwest Gathering of Artists and a number of smaller events.
<u>Description</u>	

<u>nd Expenditures</u>		<u>State Dollars Reimbursed:</u>	\$28,525.29
<u>State Dollars Awarded:</u>	\$37,875.00	<u>Local Matching Dollars:</u>	\$28,525.36
Revised Award:	\$0.00	<u>Total Project Cost:</u>	\$57,050.65

<u>TV Ads Placed</u>	0	<u>Brochures Distributed</u>	0
<u>Radio Ads Placed</u>	0	<u>Tradeshows Attended</u>	1
<u>Newspaper Ads Placed</u>	2	<u>FAM Tours Hosted</u>	0
<u>Magazine Ads Placed</u>	6	<u>Websites Developed/Updated</u>	0
<u>Billboards Leased</u>	8	<u>Other Marketing Activity</u>	5
<u>Videos Distributed</u>	0		
<u>Instate Marketing</u>	25 %	<u>Total Circulation/Gross Impressions</u>	
<u>Out of State Marketing</u>	75 %	<u>Inquiries Reported</u>	

<u>Outcome Effect on Future Marketing</u>	Our outcome measurements were as expected or greater, encouraging similar projects in the future to generate interest and leads to our destination. We were extremely pleased with the outcome of our marketing efforts in 2008.
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32

FY2008 INDIVIDUAL PROJECT ASSESSMENTS

Projects Targeting the Leisure Traveler

Leisure Travel Marketing

DMO Information

Contract #: **08-08-015-11** DMO **Indian Point Chamber of Commerce, Inc.**

Project: 2008 Direct Response Advertising & Map Brochure

Primary Objectives 1. Increase occupancy at lodging properties on Indian Point 2. Increase visitors to non-lodging properties on Indian Point 3. Develop cost effective leisure travel marketing program that capitalizes on the growth in use of the internet for travel planning

Destination Description The Indian Point Vacation Area on Table Rock Lake is four miles west of the Branson entertainment district and the location of the Silver Dollar City theme park. Indian Point offers lodging, campgrounds, RV parks, marinas, restaurants and stores. Visitors enjoy the lake's fishing and water sports, Branson's shows, attractions, craft shops, outlet malls and Silver Dollar City with their four seasonal festivals, World-Fest in April/May, Kids'-Fest in June to August, Festival of American Music and Craftsmanship in September/October and Old Time Christmas Festival in November/December.

Budget and Expenditures

State Dollars Awarded: \$15,000.00
Revised Award: \$0.00

State Dollars Reimbursed: \$13,439.06
Local Matching Dollars: \$13,439.07
Total Project Cost: \$26,878.13

Marketing Activity Information

<u>TV Ads Placed</u>	0	<u>Brochures Distributed</u>	0
<u>Radio Ads Placed</u>	0	<u>Tradeshows Attended</u>	0
<u>Newspaper Ads Placed</u>	0	<u>FAM Tours Hosted</u>	0
<u>Magazine Ads Placed</u>	6	<u>Websites Developed/Updated</u>	0
<u>Billboards Leased</u>	0	<u>Other Marketing Activity</u>	4
<u>Videos Distributed</u>	0		
<u>Instate Marketing</u>	18 %	<u>Total Circulation/Gross Impressions</u>	35,929,264
<u>Out of State Marketing</u>	82 %	<u>Inquiries Reported</u>	25,713

Project Outcomes

Percentage Completed 90%

Did Project Achieve Objectives? Somewhat

DMO Comments Sales tax data indicates a decline in tourism. However, this decline was due to outside issues that also caused an overall decline in tourism. The decline here was less than most other destinations, which may have been a result of the Cooperative Marketing Program.

Research Methods Sales Tax Trending Conversion Rate: ¹ ROI:
Economic Impact: \$0
Visits Generated 0

Impact of Co-op Project The Cooperative Marketing Program allowed the Indian Point Chamber to place more ads for longer periods to reach a larger audience and generate more visitor inquiries in a more cost effective manner.

Outcome Effect on Future Marketing The cost effectiveness of direct response ads placed as well as reservations and revenue generated will be used to plan future direct response advertising programs.

¹ ROI (return on investment) amounts here represent the identified economic benefit for every \$1 spent on this project.

FY2008 INDIVIDUAL PROJECT ASSESSMENTS

Projects Targeting the Leisure Traveler

Leisure Travel Marketing

DMO Information

Contract #: **08-08-024-11** DMO **Chamber of Commerce of Table Rock Lake/Kimberling City Area**

Project: Start Your New Traditions

Primary Objectives 1, Heighten awareness of seasonal message increase annual visitors 2. Increase annual tourism taxable sales by 3% 3. Generate an increase inquiries by 16%

Destination Description Table Rock Lake is a tourism destination that attracts thousands of visitors annually. It has 745 miles of shoreline and is located only minutes from Branson, Missouri. Visitors enjoy water recreation, relaxation, entertainment, outdoor adventure and accommodations ranging from rustic to luxurious. Water activities are consistent year-round with hundreds of fishing tournaments, scuba diving, water skiing, boating, swimming, tubing and or just relaxing on the lake. The Table Rock Lake area offers four distinct seasons to those who want to experience year round outdoor recreation and entertainment.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$50,000.00	<u>State Dollars Reimbursed:</u>	\$49,832.39
<u>Revised Award:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$49,832.40
		<u>Total Project Cost:</u>	\$99,664.79

Marketing Activity Information

<u>TV Ads Placed</u>	4,016	<u>Brochures Distributed</u>	0
<u>Radio Ads Placed</u>	7	<u>Tradeshows Attended</u>	0
<u>Newspaper Ads Placed</u>	0	<u>FAM Tours Hosted</u>	0
<u>Magazine Ads Placed</u>	0	<u>Websites Developed/Updated</u>	1
<u>Billboards Leased</u>	0	<u>Other Marketing Activity</u>	0
<u>Videos Distributed</u>	0		
<u>Instate Marketing</u>	85 %	<u>Total Circulation/Gross Impressions</u>	6,774,954
<u>Out of State Marketing</u>	15 %	<u>Inquiries Reported</u>	78,053

Project Outcomes

Percentage Completed 100%

Did Project Achieve Objectives? Somewhat

DMO Comments We were extremely successful at achieving our goal of increasing Sales Tax Revenue in the county, especially in the targeted months of September and October.

Research Methods Conversion Study Conversion Rate: 80.40% ¹ ROI:

Other Economic Impact: \$0

Visits Generated 7,262

Impact of Co-op Project The Cooperative Marketing Program distributed an emotional message of "Start Your New Traditions" to a larger and different audience. We believe this increased the ratio of first time visitors to repeat visitors. First time visitors in July to December 2007 was 15% compared to 5%.

Outcome Effect on Future Marketing Research shows that there are specific newspaper inserts that are more effective at generating inquiries than others. This will help focus our spending. It also proves the importance of continual enhancement and maintenance of our website.

¹ ROI (return on investment) amounts here represent the identified economic benefit for every \$1 spent on this project.

FY2008 INDIVIDUAL PROJECT ASSESSMENTS

Projects Targeting the Leisure Traveler

Leisure Travel Marketing

DMO Information

Contract #: **08-10-009-11** DMO **Cape Girardeau Chamber of Commerce/CVB**

Project: Exploring Cape Girardeau: Where the River Turns a Thousand Tales

Primary Objectives 1. Increase awareness of Cape Girardeau as a leisure and business travel destination 2. Draw more visitors to our community 3. Increase the length of visitor stay and spending

Destination Description Cape Girardeau is a 200+ year old Mississippi River town, rich in history and heritage, yet vibrant and growing. We're the largest city between St. Louis and Memphis along the I-55 corridor. Attractions and events include the Mississippi River Tales Mural, Nature Center, Red House Interpretive Center, Trail of Tears State Park, Bollinger Mill Historic Site, River Ridge Winery, Fort D, SEMO district Fair, Libertyfest and Air Festival Riverfront Cruises.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$44,070.51	<u>State Dollars Reimbursed:</u>	\$37,223.76
<u>Revised Award:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$43,003.79
		<u>Total Project Cost:</u>	\$80,227.55

Marketing Activity Information

<u>TV Ads Placed</u>	0	<u>Brochures Distributed</u>	0
<u>Radio Ads Placed</u>	0	<u>Tradeshows Attended</u>	0
<u>Newspaper Ads Placed</u>	4	<u>FAM Tours Hosted</u>	0
<u>Magazine Ads Placed</u>	27	<u>Websites Developed/Updated</u>	0
<u>Billboards Leased</u>	0	<u>Other Marketing Activity</u>	0
<u>Videos Distributed</u>	0		
<u>Instate Marketing</u>	15 %	<u>Total Circulation/Gross Impressions</u>	34,254,498
<u>Out of State Marketing</u>	85 %	<u>Inquiries Reported</u>	19,498

Project Outcomes

Percentage Completed 84%

Did Project Achieve Objectives? Significantly

DMO Comments Cape Girardeau has developed a strong brand in "Where the River Turns a Thousand Tales." The life blood of drawing visitors comes through presenting them with a call to action through targeted and effective marketing and advertising. For FY2008, from July 1, 2007 through June 30, 2008, our hotels were up 4.88% over the previous year and our restaurants were up 5.75%. Collectively our total tax for FY2008 increased by 5.45% as compared to the previous year. We have received a great deal of positive feedback regarding our advertising message, both in content and consistency.

Research Methods Tax Analysis Report Conversion Rate: 35.00% ¹ ROI: \$0.00

Economic Impact: \$0

Visits Generated 0

Impact of Co-op Project The Cooperative Marketing Program funds enable us to double the amount of ad exposure that Cape Girardeau receives. Without the support of the Cooperative Marketing Program we would not be reaching some of the markets that we now advertise in. In addition, our frequency would also decline.

Outcome Effect on Future Marketing All three of our research components provide us with good data and confirms that our advertising and marketing projects are yielding results. We will continue to refine our marketing efforts by continuing to use those publications that are delivering strong leads, drop those publications that are not and look at new publications that can effectively reach our target markets. With a worsening economy, we will also look to constrict the breadth of the area that we are trying to reach to within 175 miles.

¹ ROI (return on investment) amounts here represent the identified economic benefit for every \$1 spent on this project.

FY2008 INDIVIDUAL PROJECT ASSESSMENTS

Projects Targeting the Leisure Traveler

Leisure Travel Marketing

DMO Information

Contract #: **08-10-023-11** DMO **CVB of Ste. Genevieve**

Project: Visit French Colonial Ste. Genevieve

Primary Objectives 1. Increases revenue 2. Increase number of visits 3. Increase the number of overnight stays

Destination Description As the oldest continuous city in Missouri, Ste. Genevieve is the state's most historic site. Founded in 1740, it has the largest collection of French colonial vertical log houses in North America, including three of five known Poteau en terre (post in the ground) houses. The entire city of Ste. Genevieve is designated as a historic district with several National Landmark sites. It is quaint, charming and quiet with Europeanesque streets, the oldest cemetery in Missouri and the first church west of the Mississippi. Attractions include five different vineyards With their entertainment and special events, many parks and nature reserves that provide opportunities for eco-tourism, the King's Ball, spring Garden Walk, Autumn Daze and the Christmas Walk, more than 30 shops, antique stores, boutiques and award winning Bed & Breakfasts. Visitors who find Ste. Genevieve to be a dream village, authentic and quaint.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$24,804.00	<u>State Dollars Reimbursed:</u>	\$21,437.36
<u>Revised Award:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$21,437.39
		<u>Total Project Cost:</u>	\$42,874.75

Marketing Activity Information

<u>TV Ads Placed</u>	0	<u>Brochures Distributed</u>	80,000
<u>Radio Ads Placed</u>	0	<u>Tradeshows Attended</u>	0
<u>Newspaper Ads Placed</u>	34	<u>FAM Tours Hosted</u>	0
<u>Magazine Ads Placed</u>	6	<u>Websites Developed/Updated</u>	0
<u>Billboards Leased</u>	0	<u>Other Marketing Activity</u>	4
<u>Videos Distributed</u>	0		
 <u>Instate Marketing</u>	 61 %	 <u>Total Circulation/Gross Impressions</u>	 12,198,000
<u>Out of State Marketing</u>	39 %	<u>Inquiries Reported</u>	22,375

Project Outcomes

<u>Percentage Completed</u>	86%		
 <u>Did Project Achieve Objectives?</u>	Significantly		
<u>DMO Comments</u>	Taxable sales and tourism tax revenue is up over FY07. Ste. Genevieve's visitor count is up by 2%. Our collateral materials and advertising efforts including our I-brochure and web efforts increased awareness of Ste. Genevieve.		
 <u>Research Methods</u>	Tax Analysis	<u>Conversion Rate:</u>	¹ <u>ROI:</u>
		<u>Economic Impact:</u>	\$0
		<u>Visits Generated</u>	0
 <u>Impact of Co-op Project</u>	Ste. Genevieve received \$21,437.36 in co-op funding. We could not implement an effective marketing program without the Cooperative Marketing Program. The co-op funding is the catalyst for our CVB volunteers to continue to work together.		
 <u>Outcome Effect on Future Marketing</u>	Ste. Genevieve has a well defined demographic and we will continue to market to this visitor through proven media outlets. We will analyze the above outcome measurements, before we develop our marketing strategy for FY10.		

¹ ROI (return on investment) amounts here represent the identified economic benefit for every \$1 spent on this project.

Projects Targeting the Leisure Traveler

Leisure Travel Marketing

<u>Destination</u>	The location of Sikeston and Miner on I-55 midway between St. Louis and Branson, on I-57/Hwy. 60 connecting
<u>Description</u>	New Orleans and Memphis to Chicago and Nashville to Branson makes this a market with excellent potential for growth. Our annual Jaycee Bootheel Rodeo draws around 40,000 guests during a four-day period. We also are home of the original Lambert's Café, Sikeston Factory Outlet Stores and much more.

<u>nd Expenditures</u>		<u>State Dollars Reimbursed:</u>	\$22,318.82
<u>State Dollars Awarded:</u>	\$23,516.00	<u>Local Matching Dollars:</u>	\$22,318.84
Revised Award:	\$0.00	Total Project Cost:	\$44,637.66

<u>TV Ads Placed</u>	0	<u>Brochures Distributed</u>	57,000
<u>Radio Ads Placed</u>	0	<u>Tradeshows Attended</u>	7
<u>Newspaper Ads Placed</u>	2	<u>FAM Tours Hosted</u>	0
<u>Magazine Ads Placed</u>	7	<u>Websites Developed/Updated</u>	0
<u>Billboards Leased</u>	0	<u>Other Marketing Activity</u>	2
<u>Videos Distributed</u>	0		
<u>Instate Marketing</u>	20 %	<u>Total Circulation/Gross Impressions</u>	16,307,632
<u>Out of State Marketing</u>	80 %	<u>Inquiries Reported</u>	8,898

<u>Outcome Effect on Future Marketing</u>	We will re-evaluate who our audience is, where they are coming from, how long they will stay and promote our convenient location on I-55. We will work with motorcoach groups, snowbirds and leisure travelers who travel the north/south corridor of I-55.
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37

Cooperative Marketing Fiscal Year 2008 Program Summary

Summary of FY08 Destination Advertising Contracts - The Destination Advertising category affords the Division of Tourism the opportunity to invest in the advertising efforts of Missouri's leading tourism destinations to increase visitation and visitor spending. Below is the summary data for these projects. This category is limited to media placement only in approved markets and media targeting the leisure traveler. The marketing period is July 1, 2007 through June 30, 2008. The maximum state funding amount for these projects is \$400,000 with a \$60,000 minimum. The following pages detail the individual destination advertising project outcomes.

Number of Projects	8
Award Amount	\$2,306,211.60
State Dollars Reimbursed	\$2,293,725.69
Local Matching Dollars	\$2,305,440.20
Total Project Cost	\$4,599,165.89
Completion %	99%
Total Circulation/Gross Impressions	1,858,042,195
Inquiries Reported	424,054
TV Ads Placed	21,218
Radio Ads Placed	4,686
Newspaper Ads Placed	159
Magazine Ads Placed	194
Other Media Advertising Placed	5

OUTCOMES

Percent Targeting In-state Markets	18%
Percent Targeting Out-of-State Markets	82%
Trips Generated	888,256
Average Dollars Spent Per Trip	\$ 459

DMO Name	Award Amounts	Reimbursed
Buchanan Co. Tourism Board d/b/a St. Joseph CVB	\$96,105.50	\$93,749.29
CVB of Greater Kansas City	\$400,000.00	\$397,746.85
City of Independence - Tourism Department	\$154,100.00	\$154,100.00
Greater Lake of the Ozarks CVB	\$326,030.00	\$318,188.53
City of St. Charles Tourism Department	\$129,976.10	\$129,941.02
St. Louis CVC	\$400,000.00	\$400,000.00
Branson/Lakes Area Chamber of Commerce/CVB	\$400,000.00	\$400,000.00
Springfield CVB	\$400,000.00	\$400,000.00

FY2008 INDIVIDUAL PROJECT ASSESSMENTS

Projects Targeting the Leisure Traveler

Destination Advertising

DMO Information

Contract #: **08-01-045-44** DMO **Buchanan Co. Tourism Board d/b/a St. Joseph CVB**

Project: Leisure Marketing Campaign FY08

Primary Objectives 1. Reach potential consumers through high quality ads 2. Highlight St. Joseph as a desirable location 3. Increase the number of occupied hotel rooms

Destination Description Located on the river bluffs of the vast "Mighty-MO" St. Joseph is an All-American city born of the fur trade and brimming with a spirit of adventure. From the start of the Pony Express to end demise of Jesse James, we're a city abounding in 19th century charm and timeless natural beauty with all the elements you would expect in a modern city. Over 17 museums and 12 annual festivals.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$96,105.50	<u>State Dollars Reimbursed:</u>	\$93,749.29
<u>Revised Award:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$95,012.33
		<u>Total Project Cost:</u>	\$188,761.62

Marketing Activity Information

<u>TV Ads Placed</u>	0	<u>Brochures Distributed</u>	0
<u>Radio Ads Placed</u>	0	<u>Tradeshows Attended</u>	0
<u>Newspaper Ads Placed</u>	5	<u>FAM Tours Hosted</u>	0
<u>Magazine Ads Placed</u>	50	<u>Websites Developed/Updated</u>	0
<u>Billboards Leased</u>	0	<u>Other Marketing Activity</u>	0
<u>Videos Distributed</u>	0		
<u>Instate Marketing</u>	12 %	<u>Total Circulation/Gross Impressions</u>	24,289,687
<u>Out of State Marketing</u>	88 %	<u>Inquiries Reported</u>	35,793

Project Outcomes

Percentage Completed 98%

Did Project Achieve Objectives? Significantly

DMO Comments The strategies employed during FY08 produced the following results, hotel occupancy rose 2%, the average daily rate was \$61.59, an increase of 6%, museum attendance rose 5% and convention/sports economic impact was 6.7 million, up from 6.2 million in FY07.

Research Methods Conversion Study Conversion Rate: 8.90% ¹ ROI: \$3.86
Economic Impact: \$729,330
Visits Generated 3,171

Impact of Co-op Project The Cooperative Marketing Program enables us to participate in marketing projects that otherwise would not be in our budget. We are able to invest more money in advertising venues that help us to promote our destination more effectively.

Outcome Effect on Future Marketing The research conducted in conjunction with this project will enable us to make more effective marketing decisions in the future. All future projects will be evaluated based on their results.

¹ ROI (return on investment) amounts here represent the identified economic benefit for every \$1 spent on this project.

FY2008 INDIVIDUAL PROJECT ASSESSMENTS

Projects Targeting the Leisure Traveler

Destination Advertising

DMO Information

Contract #: **08-04-044-44** DMO **CVB of Greater Kansas City**

Project: FY2008 Destination Advertising Program

Primary Objectives 1. Continue to reinforce attractions to visitors 2. Develop a campaign targeting the adult traveler

Destination Description Kansas City is the largest city in the Western portion of the state. It offers major league sports, fine dining, unique shopping venues and arts and culture destinations. As a metropolis of 1.8 million people, it has a unique bi-state appeal due to the geography of the city. Major tourist attractions include the Kansas City Chiefs & Royals, Worlds of Fun, The Country Club Plaza, 18th & Vine Historic Jazz District, Hallmark's Crown Center and the Kansas City Zoo. Numerous annual signature events like the Plaza Art Fair, Irish Fest, Oktoberfest and the American Royal are appealing to the tourist looking for a weekend getaway.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$400,000.00	<u>State Dollars Reimbursed:</u>	\$397,746.85
<u>Revised Award:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$400,000.00
		<u>Total Project Cost:</u>	\$797,746.85

Marketing Activity Information

<u>TV Ads Placed</u>	13,716	<u>Brochures Distributed</u>	0
<u>Radio Ads Placed</u>	0	<u>Tradeshows Attended</u>	0
<u>Newspaper Ads Placed</u>	56	<u>FAM Tours Hosted</u>	0
<u>Magazine Ads Placed</u>	4	<u>Websites Developed/Updated</u>	0
<u>Billboards Leased</u>	0	<u>Other Marketing Activity</u>	0
<u>Videos Distributed</u>	0		
<u>Instate Marketing</u>	20 %	<u>Total Circulation/Gross Impressions</u>	42,179,866
<u>Out of State Marketing</u>	80 %	<u>Inquiries Reported</u>	17,881

Project Outcomes

Percentage Completed 99%

Did Project Achieve Objectives? Significantly

DMO Comments Despite recent economic woes, our regional feeder markets continue to travel to Kansas City and are responding to our current messaging. The challenge is to continue to inspire incremental trips during a time when travel may be considered optional.

<u>Research Methods</u>	Ad Awareness Study	<u>Conversion Rate:</u>	¹ <u>ROI:</u>	\$46.52
	Inquiry Tracking	<u>Economic Impact:</u>		\$37,002,952
	Other	<u>Visits Generated</u>		57,458

Impact of Co-op Project The support of the Cooperative Marketing Program allows our marketing to include numerous tactics that otherwise would not be possible. By doubling our investment, our on-line marketing and extended TV schedules are possible.

Outcome Effect on Future Marketing The results of our outcome measurements enable adjustments to be made for next year. These decisions typically include media market adjustments based on visitation and adjustments in creative and message strategy.

¹ ROI (return on investment) amounts here represent the identified economic benefit for every \$1 spent on this project.

FY2008 INDIVIDUAL PROJECT ASSESSMENTS

Projects Targeting the Leisure Traveler

Destination Advertising

DMO Information

Contract #: **08-04-051-44** DMO **City of Independence - Tourism Department**

Project: Independence Attractions Marketing

Primary Objectives 1. Increase awareness in leisure and group tour markets 2. Increase tourism direct spending and overnights 3. Gain tourism partner support of marketing plan

Destination Description As the fourth largest city in the state, Independence has a rich history. It features the home of President Harry S. Truman and his museum/library as well as the National Frontier Trails Museum which tells the story of the beginning of the Santa Fe, Oregon and California Trails. The Vaile Mansion, Bingham-Waggoner Estates and 1859 Jail and Marshal's Home provide additional venues depicting our early history. It has significant religious history, particularly with the LDS (Mormon) and Community of Christ denominations. All are within close proximity to an historic square which includes unique restaurants, retail and specialty shops. The eastern part of the city has three newer hotels, restaurants, a major shopping center, two golf courses and a family water park.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$154,100.00	<u>State Dollars Reimbursed:</u>	\$154,100.00
<u>Revised Award:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$155,344.05
		<u>Total Project Cost:</u>	\$309,444.05

Marketing Activity Information

<u>TV Ads Placed</u>	358	<u>Brochures Distributed</u>	0
<u>Radio Ads Placed</u>	631	<u>Tradeshows Attended</u>	0
<u>Newspaper Ads Placed</u>	11	<u>FAM Tours Hosted</u>	0
<u>Magazine Ads Placed</u>	30	<u>Websites Developed/Updated</u>	0
<u>Billboards Leased</u>	0	<u>Other Marketing Activity</u>	5
<u>Videos Distributed</u>	0		
<u>Instate Marketing</u>	24 %	<u>Total Circulation/Gross Impressions</u>	185,389,579
<u>Out of State Marketing</u>	76 %	<u>Inquiries Reported</u>	35,167

Project Outcomes

Percentage Completed 100%

Did Project Achieve Objectives? Significantly

DMO Comments The primary goal is to increase the economic impact of tourism in Independence. Our partnership participation remained constant, our hotel tax income increased 3%, our occupancy increased 4% and print tracked leads were higher per attached reports.

<u>Research Methods</u>	Lodging Tax Comparison	<u>Conversion Rate:</u>	9.00%	¹ <u>ROI:</u>	\$7.72
	Inquiry Trackine	<u>Economic Impact:</u>	\$1,139,280		
		<u>Visits Generated</u>	2,256		

Impact of Co-op Project The Cooperative Marketing Program increased our marketing budget by 44% which allows us to again implement radio and television campaigns and increase print. This has resulted in a positive economic impact and increased value added opportunities.

Outcome Effect on Future Marketing We are awaiting the return on investment results and visitor profile information of our November conversion study, which will be sent by December 7. This information will be used as we make plans for future campaigns and be shared with our partners.

¹ ROI (return on investment) amounts here represent the identified economic benefit for every \$1 spent on this project.

FY2008 INDIVIDUAL PROJECT ASSESSMENTS

Projects Targeting the Leisure Traveler

Destination Advertising

DMO Information

Contract #: **08-06-046-44** DMO **Greater Lake of the Ozarks CVB**

Project: Lake of the Ozarks "Extend the Season" Advertising Campaign

Primary Objectives 1. Extend our season 2. Extend the length of the customers visit 3. To generate in excess of \$57 million in lodging revenues

Destination Description Lake of the Ozarks is a 54,000 acre lake in Central Missouri offering 1,150 miles of shoreline and is 92 miles long. Attractions include the State's largest Premium Outlet Mall (112 stores), over 50 antique stores within 50 miles, the Lake of the Ozarks State Park, 261 holes of championship golf, Big Surf Water Park, 3 show caves, Ha Ha Tonka Castle and over 100 restaurants. Festivals and Events include Eagle Days, the Great Lake of the Ozarks Gospel Sing, Harbor Hop, Summerfest wakeboard championship, Crossover Christian Music Festival, over 500 fishing tournaments each year, the Carousel of the Arts, Dogwood Festival, Holiday Magic Light Park, The Magic Dragon Car Show, the Osage Mountain Man Rendezvous, the Annual Apple Festival and many more special events and festivals.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$326,030.00	<u>State Dollars Reimbursed:</u>	\$318,188.53
<u>Revised Award:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$318,188.90
		<u>Total Project Cost:</u>	\$636,377.43

Marketing Activity Information

<u>TV Ads Placed</u>	576	<u>Brochures Distributed</u>	0
<u>Radio Ads Placed</u>	1,792	<u>Tradeshows Attended</u>	0
<u>Newspaper Ads Placed</u>	81	<u>FAM Tours Hosted</u>	0
<u>Magazine Ads Placed</u>	64	<u>Websites Developed/Updated</u>	0
<u>Billboards Leased</u>	0	<u>Other Marketing Activity</u>	0
<u>Videos Distributed</u>	0		
<u>Instate Marketing</u>	34 %	<u>Total Circulation/Gross Impressions</u>	686,362,290
<u>Out of State Marketing</u>	66 %	<u>Inquiries Reported</u>	98,880

Project Outcomes

Percentage Completed 98%

Did Project Achieve Objectives? Significantly

DMO Comments While the FY08 lodging tax was down 6.72%, we continued to experience a reduction in inventory, with 27 plus inches of rain, a weakening economy and \$4 per gallon gas prices. We were able to maintain our fair market share and our average number of nights stayed is 4.1 nights.

Research Methods Ad Effectiveness Study Conversion Rate: ¹ ROI: \$97.83

 Inquiry Tracking Economic Impact: \$63,587,620

Visits Generated 561,877

Impact of Co-op Project While inquiries were down for the fiscal year, we out performed our competitive set and maintained market share by doubling our available advertising dollars.

Outcome Effect on Future Marketing We will increase advertising and/or ad size in productive markets and productive mediums, delete or reduce media and/or ad size with poor inquiry results and plan strategic placement of ads prior to the in season business cycle.

¹ ROI (return on investment) amounts here represent the identified economic benefit for every \$1 spent on this project.

FY2008 INDIVIDUAL PROJECT ASSESSMENTS

Projects Targeting the Leisure Traveler

Destination Advertising

DMO Information

Contract #: **08-07-047-44** DMO **City of St. Charles Tourism Department**

Project: 2008 Destination Advertising

Primary Objectives 1. Increase visitor spending by 5% 2. Increase visitor awareness of our wide variety of product 3. Increase visitor inquiries by 8% through web and phone 4. Evaluate the benefits of various promotions by doing a return on investment analysis on each

Destination Description St. Charles has three historic districts, shopping, dining, museums, four major festivals, casino, Katy Trail and riverboat cruises. Some highlights are: the Art Foundry, Lewis and Clark Museum and a new Convention Center.

Budget and Expenditures

State Dollars Awarded: \$129,976.10
Revised Award: \$0.00

State Dollars Reimbursed: \$129,941.02
Local Matching Dollars: \$129,941.04
Total Project Cost: \$259,882.06

Marketing Activity Information

<u>TV Ads Placed</u>	354	<u>Brochures Distributed</u>	0
<u>Radio Ads Placed</u>	214	<u>Tradeshows Attended</u>	0
<u>Newspaper Ads Placed</u>	4	<u>FAM Tours Hosted</u>	0
<u>Magazine Ads Placed</u>	16	<u>Websites Developed/Updated</u>	0
<u>Billboards Leased</u>	0	<u>Other Marketing Activity</u>	0
<u>Videos Distributed</u>	0		

<u>Instate Marketing</u>	20 %	<u>Total Circulation/Gross Impressions</u>	517,187,128
<u>Out of State Marketing</u>	80 %	<u>Inquiries Reported</u>	23,613

Project Outcomes

Percentage Completed 100%

Did Project Achieve Objectives? Somewhat

DMO Comments The magazine ads that we ran in FY08 produced the highest number of inquiries. Conversely, radio and television both came through with disappointing results. Overall, inquiries were down a disappointing 16% over FY07. On the other hand, visitor spending was up an impressive 33%. We have also experienced a 65% increase in the number of hits to our web site, which shows that we are increasing awareness.

<u>Research Methods</u>	Conversion Study	<u>Conversion Rate:</u>	86.00%	¹ <u>ROI:</u>	\$48.29
		<u>Economic Impact:</u>	\$12,549,726		
		<u>Visits Generated</u>	20,307		

Impact of Co-op Project The Cooperative Marketing Program helped us expand our marketing efforts throughout the Midwest and the country. The magazine ads were especially effective. We are confident that we have clearly identified feeder markets that are especially receptive to our offerings. We have identified some broadcast markets which are much better feeder markets for us. Without this funding we could not have tested and identified these markets.

Outcome Effect on Future Marketing With inquiries down but, the conversion ratio of inquiries to visitors up, we are better targeting our media to reach those who are most receptive to our offerings. We are also targeting those who have money to spend as evidenced by the dramatic increase in average spending per trip. Therefore, we will most likely continue with these media markets since they have performed well for us. Radio, however, will need re-evaluation.

¹ ROI (return on investment) amounts here represent the identified economic benefit for every \$1 spent on this project.

FY2008 INDIVIDUAL PROJECT ASSESSMENTS

Projects Targeting the Leisure Traveler

Destination Advertising

DMO Information

Contract #: **08-07-050-44** DMO **St. Louis CVC**

Project: FY08 Destination Advertising

Primary Objectives 1. Promote St. Louis as a valuable destination with many quality and free attractions 2. Focus on the CVC's branding platform to support a clear and consistent positioning in all marketing communications 3. Maintain the CVC's website as the Official Travel Portal of St. Louis and drive potential visitors there for destination information

Destination Description St. Louis' wonderful attractions include the Gateway Arch, Forest Park, the Zoo, Science Center, Art Museum, the Missouri Botanical Garden, the Anheuser-Busch Brewery, historic homes, national historic landmarks, Museum of Transportation, Magic House and St. Louis' Children Museum, lively blues in local clubs, Broadway shows or a riverboat casinos and many fairs and festivals.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$400,000.00	<u>State Dollars Reimbursed:</u>	\$400,000.00
		<u>Local Matching Dollars:</u>	\$400,826.25
<u>Revised Award:</u>	\$0.00	<u>Total Project Cost:</u>	\$800,826.25

Marketing Activity Information

<u>TV Ads Placed</u>	2,432	<u>Brochures Distributed</u>	0
<u>Radio Ads Placed</u>	49	<u>Tradeshows Attended</u>	0
<u>Newspaper Ads Placed</u>	2	<u>FAM Tours Hosted</u>	0
<u>Magazine Ads Placed</u>	5	<u>Websites Developed/Updated</u>	0
<u>Billboards Leased</u>	0	<u>Other Marketing Activity</u>	0
<u>Videos Distributed</u>	0		
<u>Instate Marketing</u>	3 %	<u>Total Circulation/Gross Impressions</u>	128,909,878
<u>Out of State Marketing</u>	97 %	<u>Inquiries Reported</u>	23,914

Project Outcomes

Percentage Completed 100%

Did Project Achieve Objectives? Significantly

DMO Comments Results from our studies show that the marketing efforts have been successful in increasing ad awareness, incremental travel and return on investments (ROI) over past campaigns. Campaign awareness jumped to 47.6% from 44.1% in 2006 and ROI increased significantly to \$58 over \$35 in 2006. Ad ratings report that the new St. Lou-is . . . Campaign performed very well in its goal of communicating the quantity and variety of attractions available for families and couples in St. Louis.

<u>Research Methods</u>	Ad Awareness Study Inquiry Tracking	<u>Conversion Rate:</u>	¹ <u>ROI:</u> \$57.59
		<u>Economic Impact:</u>	\$46,116,127
		<u>Visits Generated</u>	64,679

Impact of Co-op Project Funds granted through this program allowed the CVC to expand its marketing efforts during FY08. The CVC was able to significantly increase its television budget. Co-op funds also allowed the CVC to allocate more media dollars to the important Chicago market. Additionally, the CVC was able for the first time to utilize street promotional teams in both Chicago and Memphis during the summer of 08.

Outcome Effect on Future Marketing During FY08 the CVC used information obtained from past research projects to change its marketing strategies and create a new ad campaign. The new St. Lou-is . . . campaign along with changes in FY08 budget allocation and market selection was effective. The CVC will build upon this success and continue to expand its St. Lou-is . . . campaign.

¹ ROI (return on investment) amounts here represent the identified economic benefit for every \$1 spent on this project.

Destination Advertising

<u>Destination</u>	Branson shines bright day or night with more than 100 wonderful shows, more than 200 outlet stores, Ozarks arts and crafts at the Engler Block and the historic Downtown Shopping District of quaint shops and flea markets, Branson Landing, which blends retail shopping, dining, luxury lodging, river walk, marinas and nightlife into a dynamic, waterfront setting. Other attractions to visit; Titanic: The World's Largest Museum Attraction, Silver Dollar City's The Grand Exposition and Chateau on the Lake Resort's new Spa Chateau.
<u>Description</u>	

nd Expenditures		State Dollars Reimbursed:	\$400,000.00
State Dollars Awarded:	\$400,000.00	Local Matching Dollars:	\$403,604.55
Revised Award:	\$0.00	Total Project Cost:	\$803,604.55

<u>TV Ads Placed</u>	1,282	<u>Brochures Distributed</u>	0
<u>Radio Ads Placed</u>	0	<u>Tradeshows Attended</u>	0
<u>Newspaper Ads Placed</u>	0	<u>FAM Tours Hosted</u>	0
<u>Magazine Ads Placed</u>	0	<u>Websites Developed/Updated</u>	0
<u>Billboards Leased</u>	0	<u>Other Marketing Activity</u>	0
<u>Videos Distributed</u>	0		
 <u>Instate Marketing</u>	2 %	 <u>Total Circulation/Gross Impressions</u>	214,202,000
<u>Out of State Marketing</u>	98 %	<u>Inquiries Reported</u>	158,693

<u>Outcome Effect on Future Marketing</u>	<p>We identified 15 cable networks that index highly against our target demographic and psychographic targets. Given the number and complexity of economic challenges affecting 2008, it is somewhat difficult to evaluate marketing efforts although the Branson/Lakes area seems to have held its own. However, the positive results of the Ad Effectiveness Study gives encouragement. A strong national cable plan in 2009 will feature Branson's diverse benefits.</p>
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45

FY2008 INDIVIDUAL PROJECT ASSESSMENTS

Projects Targeting the Leisure Traveler

Destination Advertising

DMO Information

Contract #: **08-08-049-44** DMO **Springfield CVB**

Project: Leisure Travel Campaign

Primary Objectives 1. Increase total number of overnight visitors 2. Increase length of stay 3. Increase amount spent per trip

Destination Description Springfield has the big city amenities teamed with the small town hospitality. Experience the great outdoors, indoors year-round at the original and largest Bass Pro Shops and North America's only ride through cave at Fantastic Caverns. Visitors can also enjoy a Springfield Cardinals baseball game, the Missouri Sports Hall of Fame, Battlefield Mall, Discovery Center, Animal Paradise Family Fun Park, Wilson's Creek National Battlefield, Route 66 Driving Tour and Pythian Castle. For the outdoor enthusiast, Springfield has a quickly growing rails-to-trails network with more than 50 miles of trails.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$400,000.00	<u>State Dollars Reimbursed:</u>	\$400,000.00
<u>Revised Award:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$402,523.08
		<u>Total Project Cost:</u>	\$802,523.08

Marketing Activity Information

<u>TV Ads Placed</u>	2,500	<u>Brochures Distributed</u>	0
<u>Radio Ads Placed</u>	2,000	<u>Tradeshows Attended</u>	0
<u>Newspaper Ads Placed</u>	0	<u>FAM Tours Hosted</u>	0
<u>Magazine Ads Placed</u>	25	<u>Websites Developed/Updated</u>	0
<u>Billboards Leased</u>	0	<u>Other Marketing Activity</u>	0
<u>Videos Distributed</u>	0		
<u>Instate Marketing</u>	30 %	<u>Total Circulation/Gross Impressions</u>	59,521,767
<u>Out of State Marketing</u>	70 %	<u>Inquiries Reported</u>	30,113

Project Outcomes

Percentage Completed 100%

Did Project Achieve Objectives? Significantly

DMO Comments According to the conversion study, more than half of those who requested information converted to visitors and those visitors yielded an estimated \$20.17 million in gross spending. Return on investments also increased from \$66.83 in FY07 to \$79.29 in FY08.

Research Methods Conversion Study Conversion Rate: 50.00% ¹ ROI: \$18.94
Other Economic Impact: \$15,200,249
 Visits Generated 25,141

Impact of Co-op Project The Cooperative Marketing Program allows Springfield to leverage its funds to increase the reach and frequency of the target message and to advertise extensively outside the state of Missouri to import new dollars into Springfield.

Outcome Effect on Future Marketing Outcomes of the project will impact future advertising vehicles, target markets and creative approach for FY09. Research confirmed that spring is the best time to reach the Springfield visitor and that a similar Passport promotion should be continued.

¹ ROI (return on investment) amounts here represent the identified economic benefit for every \$1 spent on this project.

Cooperative Marketing Fiscal Year 2008 Program Summary

Summary of FY08 Public Relations Contracts – Below is the summary data for the public relation category contracts. In this category funding is available for contracted public relations activities that encourage the media to report positive stories with a leisure travel focus. The marketing period is July 1, 2007 through June 30, 2008. The minimum state funding amount for these projects is \$1,000 with a \$50,000 maximum. The following pages detail the individual project outcomes.

Number of Public Relations Projects	3
Award Amount	\$71,020.52
State Dollars Reimbursed	\$69,196.21
Local Matching Dollars	\$69,560.95
Total Project Cost	\$138,757.16
Completion %	97%

Number of Stories Attributable to the Project	1,334
Stories Anticipated	330

Media Releases Distributed	31	Videos Distributed	1
Group Press Tours Hosted	3	Press Kits Distributed	415
Individual Press Tours Hosted	11	Sales Missions Completed	17
Media Market Places Attended	5	Media Queries Initiated	11

Percent Targeting Instate Market	37 %
Percent Targeting Out of State Markets	63 %

DMO NAME	Award Amount	Reimbursed
City of Lebanon	\$11,952.50	\$11,949.77
Lake of the Ozarks Golf Council, Inc.	\$9,068.02	\$9,068.02
Lake of the Ozarks Tri-County Lodging Association	\$50,000.00	\$48,178.42

FY2008 INDIVIDUAL PROJECT ASSESSMENTS

Projects Targeting the Media

DMO Information

Contract #: **08-06-041-88** DMO **Lake of the Ozarks Golf Council, Inc.**

Project: Public Relations Media Golf-A-Round Familiarization Tour

Primary Objectives 1. Host 30 to 35 golf journalists on familiarization tour 2. Produce a 10 to 1 ROI/Ad equivalency 3. Increase number of golf rounds played

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$9,068.02	<u>State Dollars Reimbursed:</u>	\$9,068.02
<u>Revisions:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$9,432.75
		<u>Total Project Cost:</u>	\$18,500.77

Marketing Activity Information

<u>Media Releases Distributed</u>	0	<u>Sales Mission Completed</u>	0
<u>Press Tours Hosted, Group</u>	1	<u>Media Queries Initiated</u>	0
<u>Press Tours Hosted, Individual</u>	0	<u>Photos and Videos Distributed</u>	0
<u>Media Marketplaces Attended</u>	0	<u>Press Kits Distributed</u>	0
<u>Instate Marketing</u>	50 %		
<u>Out of State Marketing</u>	50 %		

Project Outcomes

Percentage Completed 100%

Did Project Achieve Objectives? Significantly

DMO Comments We hosted 34 golf journalists on our familiarization tour. As of June 30, 2008 we had already received a 5 to 1 return on investment and we will continue to experience more media coverage for up to 12 to 18 months following the familiarization tour. Our golf rounds increased by 1%.

Impact of Co-op Project The public relations worked very well with our paid advertising. We received radio, TV, print and electronic editorial/exposure as a result of our hosted media familiarization golf tour. The public relations awareness raised awareness of the Lake as a golf destination.

Total Stories Attributable to the Project 38 Total Ad Equivalency \$102,953

FY2008 INDIVIDUAL PROJECT ASSESSMENTS

Projects Targeting the Media

DMO Information

Contract #: **08-06-042-88** DMO **Lake of the OzarksTri-County Lodging Association**

Project: Public Relations Lake of the Ozarks Public Relations

Primary Objectives 1. Five percent increase in value of media exposure 2. Host 7 to 10 media contacts with 50% new comers 3. Extend the Lakes' travel season through increasing awareness

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$50,000.00	<u>State Dollars Reimbursed:</u>	\$48,178.42
<u>Revisions:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$48,178.42
		<u>Total Project Cost:</u>	\$96,356.84

Marketing Activity Information

<u>Media Releases Distributed</u>	27	<u>Sales Mission Completed</u>	12
<u>Press Tours Hosted, Group</u>	1	<u>Media Queries Initiated</u>	11
<u>Press Tours Hosted, Individual</u>	8	<u>Photos and Videos Distributed</u>	0
<u>Media Marketplaces Attended</u>	5	<u>Press Kits Distributed</u>	239
<u>Instate Marketing</u>	20 %		
<u>Out of State Marketing</u>	80 %		

Project Outcomes

Percentage Completed 96%

Did Project Achieve Objectives? Significantly

DMO Comments Public Relations activities resulted in outstanding return on investment, more than \$1,800,000. Both in-state and out-of-state efforts proved to be lucrative and many public relations editorials focused on spring and fall, which will extend our travel season.

Impact of Co-op Project While investing only \$200,000 in public relations the ad value of our efforts amounted in more than \$5 million. Public relations give credibility to our destination. This was a very successful marketing effort that was accomplished with the Cooperative Marketing Program funding.

Total Stories Attributable to the Project 1,152 Total Ad Equivalency \$1,848,980

FY2008 INDIVIDUAL PROJECT ASSESSMENTS

Projects Targeting the Media

DMO Information

Contract #: **08-06-043-88** DMO **City of Lebanon**

Project: Public Relations Lebanon Public Relations Campaign

Primary Objectives 1. Ten percent increase in-state media exposure 2. Five percent out-of-state media exposure 3. Twenty media contacts on sales missions

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$11,952.50	<u>State Dollars Reimbursed:</u>	\$11,949.77
<u>Revisions:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$11,949.78
		<u>Total Project Cost:</u>	\$23,899.55

Marketing Activity Information

<u>Media Releases Distributed</u>	4	<u>Sales Mission Completed</u>	5
<u>Press Tours Hosted, Group</u>	1	<u>Media Queries Initiated</u>	0
<u>Press Tours Hosted, Individual</u>	3	<u>Photos and Videos Distributed</u>	1
<u>Media Marketplaces Attended</u>	0	<u>Press Kits Distributed</u>	176
<u>Instate Marketing</u>	40 %		
<u>Out of State Marketing</u>	60 %		

Project Outcomes

Percentage Completed 100%

Did Project Achieve Objectives? Significantly

DMO Comments In-state media exposure was up by more than 10% and we are expecting this to increase. Out-of-state media exposure way up by almost 5% and media contacts on sales missions were up by more than 60% than our state objectives.

Impact of Co-op Project We received \$11,949.77 in co-op funding that resulted in \$172,993.85 advertising equivalency. The ad value was \$518,981.55. We received invaluable awareness through editorial coverage. We have significant commitments for future editorials.

Total Stories Attributable to the Project 144 Total Ad Equivalency \$172,993

Cooperative Marketing Fiscal Year 2008 Program Summary

Summary of FY08 Convention Marketing Contracts – The below data summarizes the convention marketing category contract statistics. In this category various marketing activities may be combined into a project to target the event planner. The marketing period is July 1, 2007 through June 30, 2008. The minimum state funding amount for these projects is \$1,000 with a \$60,000 maximum. The following pages detail the individual project outcomes.

Number of Projects	10
Award Amount	\$464,969.29
Payments Local Funds	\$456,841.61
State Reimbursement	\$433,125.98
Other CVM Expenditures	\$2,454,037.66
Total CVM Expenditures	\$3,352,372.04

TV Ads Placed	0	Meeting Planners Distributed	2,158
Radio Ads Placed	0	Tradeshows Attended	51
Newspaper Ads Placed	0	FAM Tours Hosted	0
Magazine Ads Placed	155	Videos Distributed	0
Media Kits Distributed	60	Other Marketing Activities	7

Conventions Booked	1,266
Meetings Booked	1,406
Sporting Events Booked	228
Total Bookings	2,900
Room Nights Generated	1,273,399

DMO Name	Award Amount	Reimbursed
Branson/Lakes Area Chamber of Commerce/CVB	\$60,000.00	\$60,000.00
Buchanan Co. Tourism Board d/b/a St. Joseph CVB	\$19,762.50	\$17,851.00
City of Independence - Tourism Department	\$28,637.50	\$26,981.71
City of Joplin CVB	\$60,000.00	\$54,978.52
City of St. Charles Tourism Department	\$58,500.00	\$46,696.28
CVB of Greater Kansas City	\$60,000.00	\$60,000.00
Jefferson City CVB	\$29,996.79	\$21,651.20
Pulaski County Visitors Bureau	\$28,072.50	\$26,371.36
Springfield CVB	\$60,000.00	\$58,595.91
St. Louis CVC	\$60,000.00	\$60,000.00

FY 2008 INDIVIDUAL PROJECT ASSESSMENTS

Marketing to the Event Planner

DMO: Buchanan Co. Tourism Board d/b/a St. Joseph CVB

Project Name Convention & Sports Marketing for St. Joseph, Missouri

Fiscal Year 2008

Contract # 08-01-016-33

Award Amount \$19,762.50 **Payments Local Funds** \$19,762.50

Total Reimbursement \$17,851.00 **Other CVM Expenditures** \$79,107.50

% Completed 90% **Total CVM Expenditures** \$116,721.00

TV Ads Placed	0	Printed Materials Distributed	0
Radio Ads Placed	0	Tradeshows Attended	5
Newspaper Ads Placed	0	FAM Tours Hosted	0
Magazine Ads Placed	12	Videos Distributed	0
Media Kits Distributed	0	Other Marketing Activity	0
Percent CV and Mtgs	74	Percent Sporting Events	26

Primary Objectives 1. Implement the marketing program 2. Increase total occupied hotel rooms 3. Present St. Joseph as first class destination

Did Project Achieve Objectives Significantly

Explanation The strategies employed during FY08 produced these results; Hotel occupancy rose 2% . The average daily rate was \$61.59, an increase of 6%. Museum attendance rose 5%. Convention/Sports economic impact was 6.7 million, FY07 is 6.2 million.

Conventions Booked 117 **Meetings Booked** 0 **Sporting Events Booked** 50 **Total Bookings** 167

Room Nights Generated 34,733

Economic Impact \$6,700,000 **ROI for Every Dollar Spent** \$57.40

Method of Calculation Economic impact figured based on research per attendee (room nights times dollars spent). \$145.00 for single occupancy.

Outcome Effect on Future Marketing All components will be evaluated by the number of responses, number of leads and number of events booked as a result of this campaign. Those programs not yielding results will be considered for elimination.

Percentage Completed 90% **Executive Summary Included** Yes

Activities Not Completed Print production was not completed and we did attend NASC tradeshow, but inadvertently forgot to submit for reimbursement.

Previous Year Bookings 176 **Previous Year Economic Impact** \$6,200,000

FY 2008 INDIVIDUAL PROJECT ASSESSMENTS

Marketing to the Event Planner

DMO: City of Independence - Tourism Department

Project Name Independence Small Mtg/Convention Marketing

Fiscal Year 2008

Contract # 08-04-004-33

Award Amount \$28,637.50 **Payments Local Funds** \$26,981.72

Total Reimbursement \$26,981.71 **Other CVM Expenditures** \$12,590.00

% Completed 94% **Total CVM Expenditures** \$66,553.44

TV Ads Placed 0 **Printed Materials Distributed** 128

Radio Ads Placed 0 **Tradeshows Attended** 2

Newspaper Ads Placed 0 **FAM Tours Hosted** 0

Magazine Ads Placed 15 **Videos Distributed** 0

Media Kits Distributed 0 **Other Marketing Activity** 2

Percent CV and Mtgs 94 **Percent Sporting Events** 6

Primary Objectives 1. Increase awareness 2. Increase direct spending 3. Involve tourism partners

Did Project Achieve Objectives Significantly

Explanation Economic impact figures attached are calendar year. The five major hotels reported overnight and catering indicating an 8% increase in convention spending and a 17% increase in sports spending.

Conventions Booked 52 **Meetings Booked** 739 **Sporting Events Booked** 43 **Total Bookings** 834

Room Nights Generated 18,516

Economic Impact \$3,300,000 **ROI for Every Dollar Spent** \$49.58

Method of Calculation Room nights and food, room, a/v rental from 5 hotels.

Outcome Effect on Future Marketing With the economic challenges facing the tourism industry, it is important to diversify and grow new markets. New sports and meeting facilities are in process and our marketing efforts partnered with other efforts increases the economic return.

Percentage Completed 94% **Executive Summary Included** Yes

Activities Not Completed RCMA tradeshow, we applied, but did not get in. Display screen, because the screen had 6 removable flags, we determined to cover the cost ourselves to give more space to the artwork and not repeat the Missouri logo 6 times.

Previous Year Bookings 1393 **Previous Year Economic Impact** \$2,900,000

FY 2008 INDIVIDUAL PROJECT ASSESSMENTS

Marketing to the Event Planner

DMO: CVB of Greater Kansas City

Project Name Convention Marketing

Fiscal Year 2008

Contract # 08-04-019-33

Award Amount \$60,000.00

Payments Local Funds \$63,553.00

Total Reimbursement \$60,000.00

Other CVM Expenditures \$412,742.00

% Completed 100%

Total CVM Expenditures \$536,295.00

TV Ads Placed	0	Printed Materials Distributed	0
Radio Ads Placed	0	Tradeshows Attended	0
Newspaper Ads Placed	0	FAM Tours Hosted	0
Magazine Ads Placed	8	Videos Distributed	0
Media Kits Distributed	0	Other Marketing Activity	0
Percent CV and Mtgs	95	Percent Sporting Events	5

Primary Objectives 1. Increase city wide booking pace 2. Communicate a distinct image 3. Increase direct spending

Did Project Achieve Objectives Somewhat

Explanation This project achieved the goal of raising awareness of the new convention assets now available. The 'new' Kansas City image was showcased to meeting planners across the country via industry publications, press coverage, etc.

Conventions Booked 15 **Meetings Booked** 238 **Sporting Events Booked** 32 **Total Bookings** 285

Room Nights Generated 247,782

Economic Impact \$409,435,118

ROI for Every Dollar Spent \$763.45

Method of Calculation

1. Conventions w/o exhibits or fewer than 50 booths, Attendance x \$974* = EI
2. Conventions w/ exhibits and over 50 booths, (Attendance x \$974*) + (#booths x \$7005) = EI Jan 07
3. Excess attendance w/o exhibits or fewer than 50 booths, Peak rooms x 2 = Base attendance (attd)
 Attendance - Base Attd = Adj Attd
 Adj Attd x .25 = In-Town Attd
 Base Attd + In-Town Attd = Total Attd
 Total Attd x \$974 = EI
4. Excess attendance w/ exhibits and over 50 booths, Peak rooms x 2 = Base Attd
 Attendance - Base Attd = Adj Attd
 Adj Attd x .25 = In-Town Attd
 Base + In-Town Attd = Total Attd
 (Total Attd x \$974) + (#booths x \$7005) = Eil

Outcome Effect on Future Marketing This project identified the need to communicate more to specific targets in the meeting industry. Cooperate and association meetings specifically have been identified as opportunity areas because of our success in booking.

Percentage Completed 100%

Executive Summary Included No

Activities Not Completed All activities completed as agreed.

Previous Year Bookings 374

Previous Year Economic Impact \$302,757,100

FY 2008 INDIVIDUAL PROJECT ASSESSMENTS

Marketing to the Event Planner

DMO: Pulaski County Visitors Bureau

Project Name Pulaski County Convention/Group application

Fiscal Year 2008

Contract # 08-06-013-33

Award Amount \$28,072.50 **Payments Local Funds** \$26,371.36

Total Reimbursement \$26,371.36 **Other CVM Expenditures** \$12,000.00

% Completed 94% **Total CVM Expenditures** \$64,742.42

TV Ads Placed 0 **Printed Materials Distributed** 0

Radio Ads Placed 0 **Tradeshows Attended** 5

Newspaper Ads Placed 0 **FAM Tours Hosted** 0

Magazine Ads Placed 23 **Videos Distributed** 0

Media Kits Distributed 0 **Other Marketing Activity** 0

Percent CV and Mtgs 90 **Percent Sporting Events** 10

Primary Objectives 1. Increase group travel by 10% 2. Increase military/reunion room nights 3. One sporting event bid

Did Project Achieve Objectives Significantly

Explanation We have received 15 groups and 8 military reunion inquiries. We have had 5 additional reunion inquiries since the end of FY08 contract period.

Conventions Booked 8 **Meetings Booked** 1 **Sporting Events Booked** 1 **Total Bookings** 10

Room Nights Generated 2,468

Economic Impact \$51,792 **ROI for Every Dollar Spent** \$0.80

Method of Calculation Actual visitors x Meal rate/actual room nights x Room rate = Economic Impact

Outcome Effect on Future Marketing We will continue marketing directly to the military reunion market as there is much interest in our area. Group travel is doing well in the bank travel arena.

Percentage Completed 94% **Executive Summary Included** No

Activities Not Completed Sports guide was incomplete, there was no need to update the guide at this time.

Previous Year Bookings 15 **Previous Year Economic Impact** \$26,700

FY 2008 INDIVIDUAL PROJECT ASSESSMENTS

Marketing to the Event Planner

DMO: Jefferson City CVB

Project Name Capital City Convention Marketing

Fiscal Year 2008

Contract # 08-06-026-33

Award Amount \$29,996.79

Payments Local Funds \$29,996.80

Total Reimbursement \$21,651.20

Other CVM Expenditures \$16,020.00

% Completed 86%

Total CVM Expenditures \$76,013.59

TV Ads Placed 0

Printed Materials Distributed 30

Radio Ads Placed 0

Tradeshows Attended 3

Newspaper Ads Placed 0

FAM Tours Hosted 0

Magazine Ads Placed 15

Videos Distributed 0

Media Kits Distributed 0

Other Marketing Activity 0

Percent CV and Mtgs 95

Percent Sporting Events 5

Primary Objectives 1. Increase awareness, interest and demand 2. Increase direct travel 3. Build effective partnerships

Did Project Achieve Objectives Significantly

Explanation We have received many inquiries, noticed more tour buses in the area, more walk-ins and continue to meet with surrounding area communities to build partnerships.

Conventions Booked 69

Meetings Booked 0

Sporting Events Booked 23

Total Bookings 92

Room Nights Generated 17,948

Economic Impact \$2,800,000

ROI for Every Dollar Spent \$36.84

Method of Calculation It is estimated that convention attendees spend \$156 per room night in Jefferson City. Number of room nights x \$156.00 per night.

Outcome Effect on Future Marketing The Cooperative Marketing Program allows us to advertise in magazines and publications that we would not have been able to afford.

Percentage Completed 86%

Executive Summary Included No

Activities Not Completed We did not reprint the sports guide, we did not hand out as many as anticipated.

Previous Year Bookings 65

Previous Year Economic Impact \$906,000

FY 2008 INDIVIDUAL PROJECT ASSESSMENTS

Marketing to the Event Planner

DMO: City of St. Charles Tourism Department

Project Name Convention and Meeting/Sports Activities Campaign

Fiscal Year 2008

Contract # 08-07-017-33

Award Amount \$58,500.00

Payments Local Funds \$46,696.29

Total Reimbursement \$46,696.28

Other CVM Expenditures \$213,626.36

% Completed 80%

Total CVM Expenditures \$307,018.94

TV Ads Placed 0

Printed Materials Distributed 2,000

Radio Ads Placed 0

Tradeshows Attended 18

Newspaper Ads Placed 0

FAM Tours Hosted 0

Magazine Ads Placed 9

Videos Distributed 0

Media Kits Distributed 60

Other Marketing Activity 0

Percent CV and Mtgs 85

Percent Sporting Events 15

Primary Objectives 1. Construct and implement a multi-layered sales and marketing campaign to increase convention/meeting attendance 10% 2. Increase room nights booked 3. Increase expenditures within the DMO's geographic region

Did Project Achieve Objectives Somewhat

Explanation The Cooperative Marketing Program funds enabled us to increase the magazine advertising as well as attend additional tradeshows to promote our area for conventions, meetings and special events. The funding also enabled us to update our Sports Facilities Guide, Meeting Planners Guide and tradeshow display booth. These attractive and updated materials promote our assets to the targeted audience which will continue to give a greater return on our tradeshow investments.

Conventions Booked 396 **Meetings Booked** 210 **Sporting Events Booked** 24 **Total Bookings** 630

Room Nights Generated 146,161

Economic Impact \$51,672,298

ROI for Every Dollar Spent \$168.30

Method of Calculation \$353.53 x 146,161 overnight bookings. The 630 events estimates 146,161 people who will be staying overnight.

Outcome Effect on Future Marketing We will continue to review all responses from tradeshows and publications to determine whether the return on investment (ROI) is productive and worthwhile. If not satisfactory ROI, those will be replaced with more productive activities and publications.

Percentage Completed 80%

Executive Summary Included No

Activities Not Completed All activities completed as agreed.

Previous Year Bookings 604

Previous Year Economic Impact \$36,201,118

FY 2008 INDIVIDUAL PROJECT ASSESSMENTS

Marketing to the Event Planner

DMO: St. Louis CVC

Project Name Conventions & Meetings Trade Advertising

Fiscal Year 2008

Contract # 08-07-020-33

Award Amount \$60,000.00 **Payments Local Funds** \$60,333.00

Total Reimbursement \$60,000.00 **Other CVM Expenditures** \$535,230.00

% Completed 100% **Total CVM Expenditures** \$655,563.00

TV Ads Placed	0	Printed Materials Distributed	0
Radio Ads Placed	0	Tradeshows Attended	0
Newspaper Ads Placed	0	FAM Tours Hosted	0
Magazine Ads Placed	22	Videos Distributed	0
Media Kits Distributed	0	Other Marketing Activity	0
Percent CV and Mtgs	95	Percent Sporting Events	5

Primary Objectives 1. To build relationships with key customers while increasing their understanding of the improved St. Louis product 2. To increase direct spending at visitor industry businesses 3. To continue to reinforce St. Louis' improved meetings and conventions package

Did Project Achieve Objectives Significantly

Explanation In FY08 the St. Louis CVC once again exceeded its aggressive sales goals. Through a combination of effective sales strategies and targeted marketing objectives designed to reinforce the message of St. Louis' improved meetings and conventions package, the CVC was able to increase both the number of booked events and the anticipated attendance. FY08 experienced a 7.5% increase in the number of conventions and meetings over FY07 and a nearly 4% increase in booked meeting and hotel rooms over FY07. This achievement of 554,031 convention and meeting hotel rooms booked for FY08 generated over \$500 million in direct economic impact for St. Louis.

Conventions Booked 400 **Meetings Booked** 0 **Sporting Events Booked** 24 **Total Bookings** 424

Room Nights Generated 544,108

Economic Impact \$524,585,464 **ROI for Every Dollar Spent** \$800.21

Method of Calculation Economic impact, measured by direct spending, is calculated by taking the total estimated attendance for a meeting or convention and multiplying the out-of-town attendance figure by \$1036 (DMAI's estimated average delegated spending) and the in-town attendance figure by \$100 (locally estimated average spending). Attendance figures are provided by the meeting planner.

Outcome Effect on Future Marketing The St. Louis CVC's new meetings and conventions ad campaign began running during FY08. The St. Louis . . . campaign reinforces the message that St. Louis has exceptional attractions, dining, sports, culture and transportation, but with fewer hassles than can be encountered in larger cities. The CVC sales department in combination with these marketing strategies designed to improve perceptions about St. Louis' meetings and conventions package have been effective. The CVC will build upon the success of the St. Louis . . . campaign by expanding its reach to include additional electronic opportunities and adding new creative executions. In addition to evaluating the success of its ad campaign, the CVC also carefully monitors and compares the results achieved with each publication on the M&C media plan.

Percentage Completed 100% **Executive Summary Included** No

Activities Not Completed All activities completed as agreed.

Previous Year Bookings 395 **Previous Year Economic Impact** \$451,203,800

FY 2008 INDIVIDUAL PROJECT ASSESSMENTS

Marketing to the Event Planner

DMO: City of Joplin CVB

Project Name FY08 JCVB Convention CMP

Fiscal Year 2008

Contract # 08-08-005-33

Award Amount \$60,000.00

Payments Local Funds \$55,097.03

Total Reimbursement \$54,978.52

Other CVM Expenditures \$526,000.00

% Completed 92%

Total CVM Expenditures \$636,097.03

TV Ads Placed 0

Printed Materials Distributed 0

Radio Ads Placed 0

Tradeshows Attended 5

Newspaper Ads Placed 0

FAM Tours Hosted 0

Magazine Ads Placed 9

Videos Distributed 0

Media Kits Distributed 0

Other Marketing Activity 5

Percent CV and Mtgs 100

Percent Sporting Events 0

Primary Objectives 1. Increase room nights generated for hotels 2. Marketing Joplin for conventions 3. Continue to build relationships with meeting planners

Did Project Achieve Objectives Significantly

Explanation The direct mail cards created a major meeting planners database and opened new meeting options. Our room tax was up significantly over 2007.

Conventions Booked 12

Meetings Booked 23

Sporting Events Booked 0

Total Bookings 35

Room Nights Generated 0

Economic Impact \$0

ROI for Every Dollar Spent \$0.00

Method of Calculation 70,000 room nights x \$100 = \$7,000,000. Room nights are base upon a formula that estimates that 60% of rooms are booked each night and 15% of those rooms booked are conventions and meetings.

Outcome Effect on Future Marketing We will focus on creating meetings rather than bidding to the Religious, Education and Arts & Culture.

Percentage Completed 92%

Executive Summary Included Yes

Activities Not Completed All activities completed as agreed.

Previous Year Bookings 27

Previous Year Economic Impact \$6,400,000

FY 2008 INDIVIDUAL PROJECT ASSESSMENTS

Marketing to the Event Planner

DMO: Branson/Lakes Area Chamber of Commerce/CVB

Project Name Convention Print Media

Fiscal Year 2008

Contract # 08-08-021-33

Award Amount \$60,000.00

Payments Local Funds \$69,454.00

Total Reimbursement \$60,000.00

Other CVM Expenditures \$209,541.00

% Completed 100%

Total CVM Expenditures \$338,995.00

TV Ads Placed	0	Printed Materials Distributed	0
Radio Ads Placed	0	Tradeshows Attended	0
Newspaper Ads Placed	0	FAM Tours Hosted	0
Magazine Ads Placed	15	Videos Distributed	0
Media Kits Distributed	0	Other Marketing Activity	0
Percent CV and Mtgs	93	Percent Sporting Events	7

Primary Objectives 1. Increase first time visitation 2. Younger visitors and more families 3. Increase average spent per visitor

Did Project Achieve Objectives Significantly

Explanation Through July 2008 (in an economic downturn), first timers were +6%, families +8.3%, average adult age -1.7 years, average spending +9.6%. Some of these results can be attributed to the younger, more affluent meeting/convention/sporting event visitors.

Conventions Booked 149 **Meetings Booked** 190 **Sporting Events Booked** 3 **Total Bookings** 342

Room Nights Generated 115,763

Economic Impact \$24,298,201

ROI for Every Dollar Spent \$71.68

Method of Calculation 54,684 (RFI's) + 35,279 (RFP's) = 89,963 total room nights generated.
Average guest room rate \$102.45 x 89,963 room nights = \$9,216,709 room revenue
Average occupancy per room night is 1.75 person x 89,963 = 157,435 guest nights
Average food and beverage spend per guest nights \$65 x 157,435 = \$10,233,291
Average entertainment spend per guest nights \$21 x 157,435 = \$3,306,135

Total revenue generated by meeting and convention groups: \$22,756,135

Sports Events Calculations (Estimated):

6,450 attendees x 4 days x \$59.77 p.p.p.d. (avg. Branson \$ per visitor) = \$1,542,066

Total revenue generated by sports events: \$1,542,066

Grand Total \$24,298,201

Outcome Effect on Future Marketing The decline in corporate meetings (16 fewer RFPs, 6 fewer RFIs) has led us to cut back efforts to reach this market until the economy improves. We will continue to aggressively pursue associations, religious and SMEF markets, which were strong in 2008.

Percentage Completed 100%

Executive Summary Included Yes

Activities Not Completed All activities completed as agreed.

Previous Year Bookings 344

Previous Year Economic Impact \$147,385

FY 2008 INDIVIDUAL PROJECT ASSESSMENTS

Marketing to the Event Planner

DMO: Springfield CVB

Project Name	Convention and Sports Marketing Project		
Fiscal Year	2008		
Contract #	08-08-022-33		
Award Amount	\$60,000.00	Payments Local Funds	\$58,595.91
Total Reimbursement	\$58,595.91	Other CVM Expenditures	\$437,180.80
% Completed	98%	Total CVM Expenditures	\$554,372.62

TV Ads Placed	0	Printed Materials Distributed	0
Radio Ads Placed	0	Tradeshows Attended	13
Newspaper Ads Placed	0	FAM Tours Hosted	0
Magazine Ads Placed	27	Videos Distributed	0
Media Kits Distributed	0	Other Marketing Activity	0
Percent CV and Mtgs	71	Percent Sporting Events	29

Primary Objectives 1. Book 15,000 room nights in the association market 2. Book 17,000 room nights in the sports market 3. Book 22,000 room nights in other market segments

Did Project Achieve Objectives Significantly

Explanation Because of this project, we generated over 105 sales leads totaling 80,000 room nights and had 81 group bookings totaling over 50,000 room nights during FY08. We have several proposals that were submitted to groups during FY08 that have not made a decision yet. Several of these groups look favorable for Springfield. Springfield's lodging tax collections were 2.4% higher during the FY08 project year than the previous year. This project has increased awareness for Springfield and Missouri which can also lead to future booked business.

Conventions Booked 48 **Meetings Booked** 5 **Sporting Events Booked** 28 **Total Bookings** 81

Room Nights Generated 145,920

Economic Impact \$21,888,000 **ROI for Every Dollar Spent** \$39.48

Method of Calculation The Springfield CVB does not calculate economic impact because we do not have a multiplier to calculate economic impact. We do provide estimated attendee expenditures base on delegate spending research provided by Destination Marketing Association International (Number of attendees x number of days x \$150.00). 48,640 attendees x 3 days x \$150.00 = \$21,888,000

Outcome Effect on Future Marketing We measure the success of each component of this project to determine which components that we want to continue. We will consider the value of each ad placed and the results of each trade show attended as we continue to receive results.

Percentage Completed 98% **Executive Summary Included** No

Activities Not Completed All activities completed as agreed.

Previous Year Bookings 75 **Previous Year Economic Impact** \$18,013,500

Cooperative Marketing Fiscal Year 2008 Program Summary

Summary of FY08 Tourism Research Contracts – The information below details the individual research contracts. In this category both pre and post market research may be included. The contract period is July 1, 2007 through June 30, 2008. The minimum state funding amount for these projects is \$500 with a \$5,000 maximum.

08-01-018-66 Buchanan Co. Tourism Board d/b/a St. Joseph CVB

Project Name Research Project FY08

<u>Award Amount</u>	\$2,450.00	<u>Completion %</u>	100%
<u>Local Funds Budget</u>	\$2,450.00	<u>Research</u>	1. Advertising conversion study
<u>Reimbursement</u>	\$2,450.00		

08-04-001-66 City of Independence - Tourism Department

Project Name Independence Tourism Research Project

<u>Award Amount</u>	\$3,940.00	<u>Completion %</u>	98%
<u>Local Funds Budget</u>	\$3,940.00	<u>Research</u>	1. Ad conversion study 2. Lodging analysis
<u>Reimbursement</u>	\$3,865.00		

08-06-014-66 Pulaski County Visitors Bureau

Project Name Pulaski County Tourism Research

<u>Award Amount</u>	\$1,200.00	<u>Completion %</u>	89%
<u>Local Funds Budget</u>	\$1,200.00	<u>Research</u>	1. Conversion study
<u>Reimbursement</u>	\$1,062.50		

08-06-027-66 Jefferson City CVB

Project Name Capital City Tourism Research

<u>Award Amount</u>	\$1,120.00	<u>Completion %</u>	96%
<u>Local Funds Budget</u>	\$1,120.00	<u>Research</u>	1. Comparative segmentation reports (Hotel Occupancy & Rate Data)
<u>Reimbursement</u>	\$1,075.02		

08-06-029-66 City of Lebanon

Project Name Lebanon Tourism Research

<u>Award Amount</u>	\$900.00	<u>Completion %</u>	100%
<u>Local Funds Budget</u>	\$900.00	<u>Research</u>	1. Internet conversion study
<u>Reimbursement</u>	\$900.00		

08-10-028-66 CVB for Sikeston, Mo. and Miner, Mo.

Project Name Tourism Research

<u>Award Amount</u>	\$2,412.50	<u>Completion %</u>	100%
<u>Local Funds Budget</u>	\$2,412.50	<u>Research</u>	1. Conversion study
<u>Reimbursement</u>	\$2,412.50		

TOURISM RESEARCH TOTALS

<u>Award Amount</u>	\$12,022.50	<u>Completion %</u>	97%
<u>Local Funds Budget</u>	\$12,022.50		
<u>Reimbursement</u>	\$11,765.02		